

MARCH 20, 1959

Sales Management

PART TWO

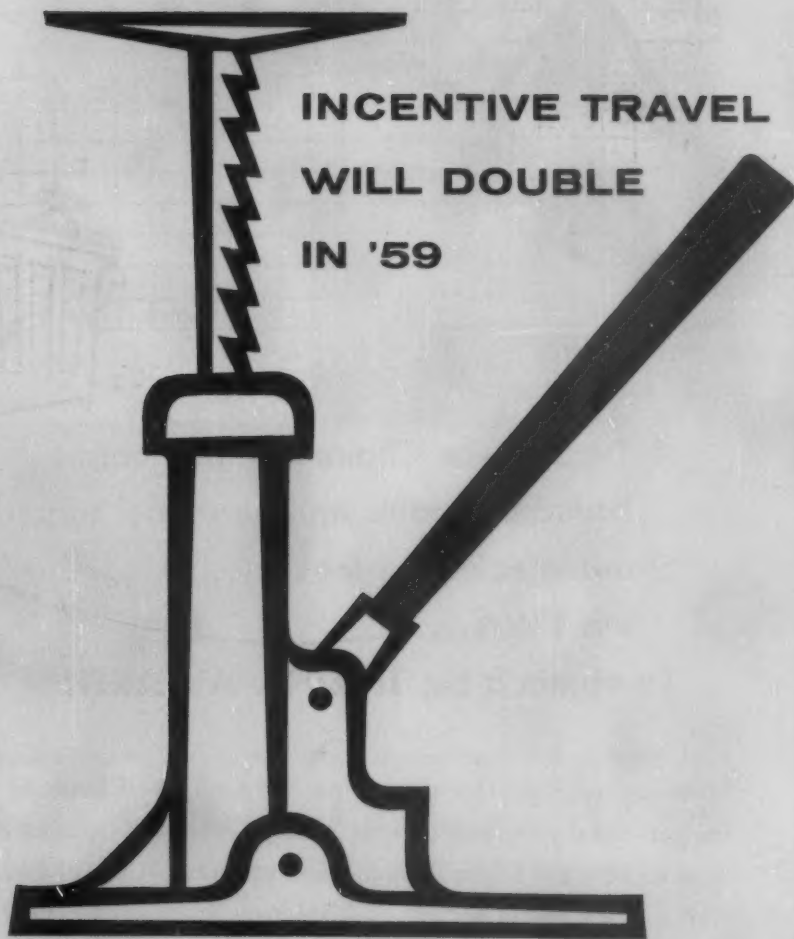
Sales Meetings

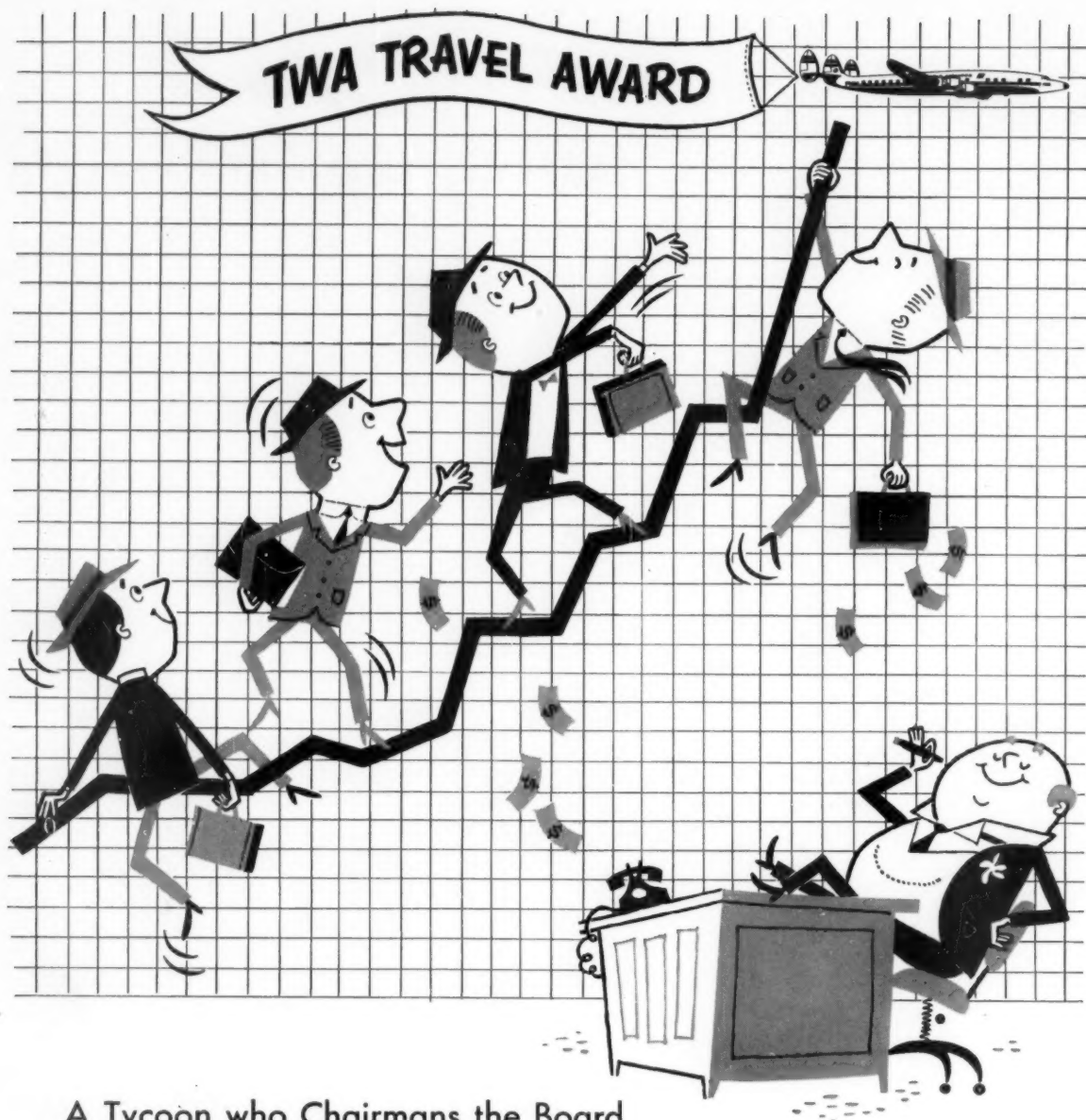
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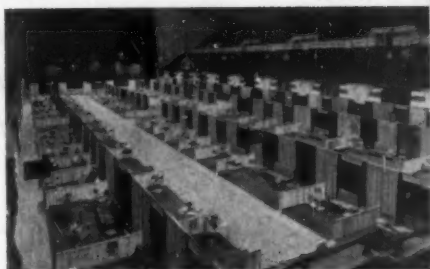
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Proprietors

Sales Meetings

CONVENTIONS • EXPOSITIONS • TRADE SHOWS

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Can you pack
more than
25 YEARS
of experience
into
25 MINUTES
of reading?

Yes. We have — as a result of popular demand — just completed a set of invaluable illustrated manuals touching the highspots of exhibit planning and point of purchase displays.

Here are answers to your many questions. . . How do you organize a budget? How do you choose the booth? . . . When do you use movement, color, third dimension? . . . How about attention getters, self-service displays, etc., etc.

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DESIGNS
OF
THE
FUTURE
ARE
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TODAY -**

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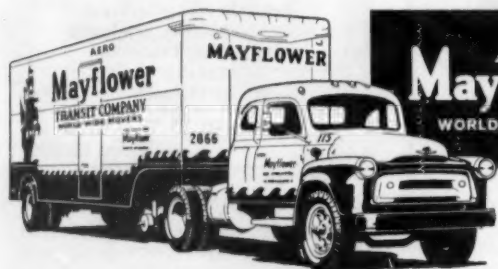


Mayflower Care Saves Costs, Gets Your Routed Exhibits In Safely . . . And On Time!

Find out more about this worry-free way to handle your next "routed" exhibit move. It will be planned to your requirements. Only a veteran MAYFLOWER driver is selected . . . thoroughly trained in proper care of complete exhibits . . . expert in meeting over-the-road schedules . . . resourceful enough to cope with any specialized display moving problem. Your local MAYFLOWER agent knows the least expensive way to set it up. Planning ahead saves money, too, so why not call him now!

Ask for "17 Reasons Why"—a practical exhibit guide.

AERO MAYFLOWER TRANSIT CO., INC. • INDIANAPOLIS, IND.



Sales Management / PART TWO

Sales Meetings

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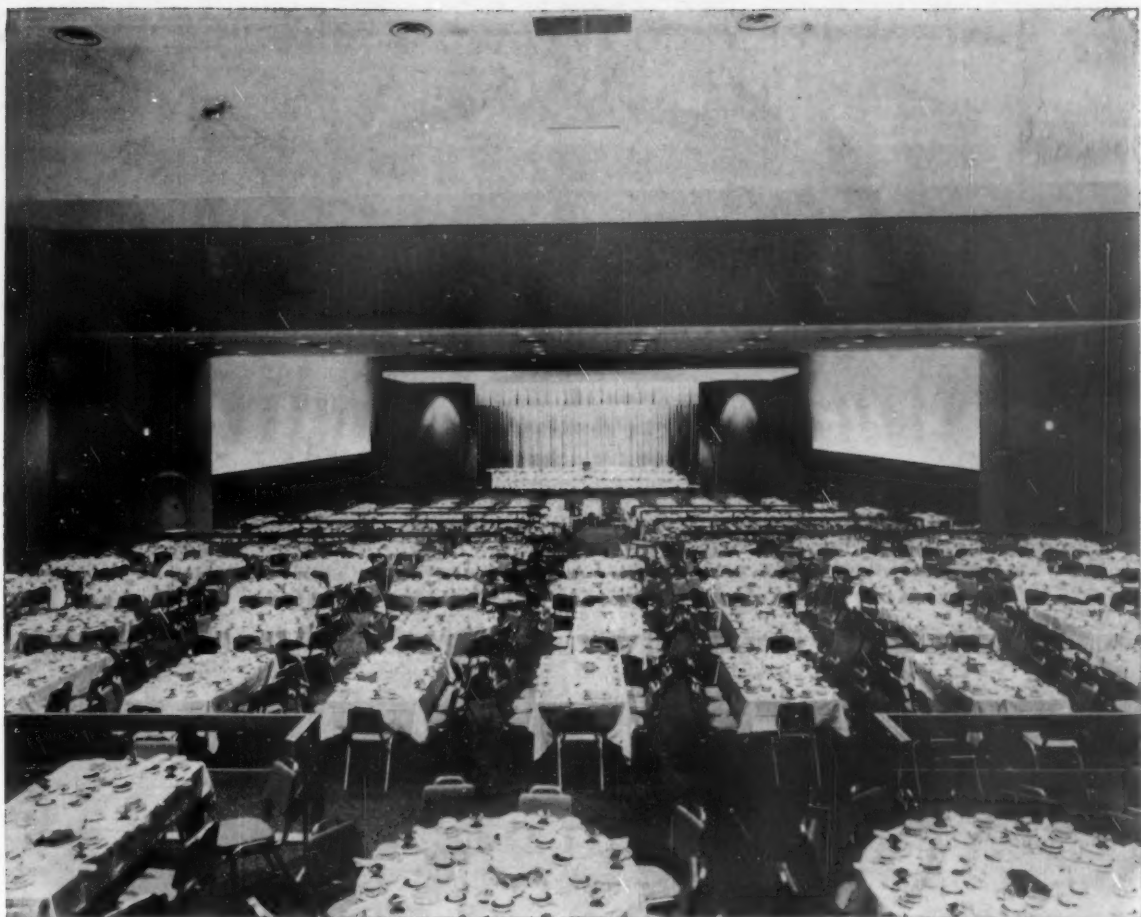
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High, Wide and Handsome!!!

... that's how your convention will ride when you meet in Galveston's magnificent Moody Center. Large enough for conventions on a grand scale. Facilities for any kind of show or meeting, the ground Exhibit floor boasts a whopping 31,000 square feet. Convention hall (above) seats 3,500 at meetings, 2,000 at banquets. Closed circuit TV, 4,900 square foot dance floor, complete theatrical facilities, auto ramp — you name it, it's here.

And best of all, it's on tropical Galveston Island, facing the beach and flanked



by the Southwest's finest beach resort hotels — the Galvez and Villa and the Buccaneer. Everything necessary for a successful convention — that's fun besides. Write today, Sales Department, P. O. Box 59, Galveston Island, Texas, for detailed brochure and open dates.

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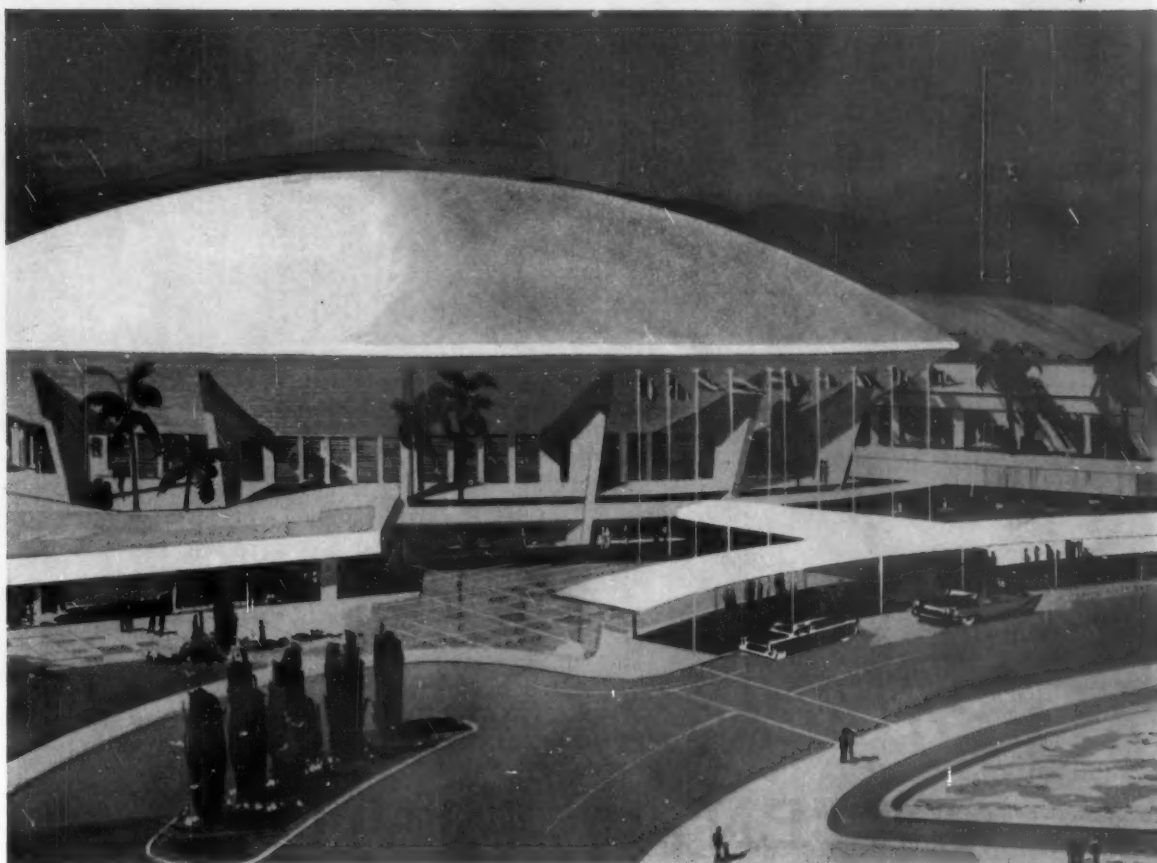
BEN NOVACK President
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Director of Sales



ON THE OCEAN AT 44th STREET • MIAMI BEACH, FLORIDA

Perfect place for a convention: *Las Vegas*
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Let Western Airlines Arrange It. Western’s Convention Bureau can help arrange your convention in Las Vegas, or in any of the other convention cities listed with map at right. As a free service, the Bureau will provide the information you want about meeting facilities throughout the 12 Western states. Just write Betty West, Convention Bureau, 6060 Avion Drive, Los Angeles 45, Calif.

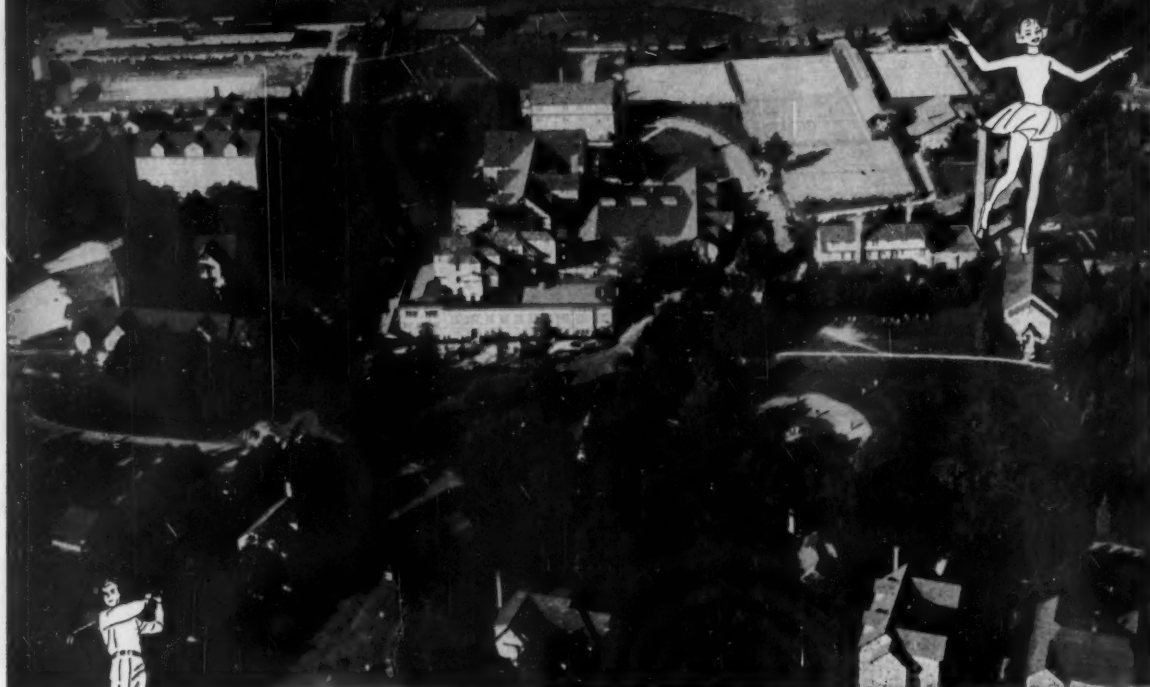
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SAN DIEGO
PHOENIX
SALT LAKE
DENVER
MINNEAPOLIS-ST. PAUL
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AIRLINES**

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NEW YORK 19, N. Y.
Phone Circle 7-4915

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GROSSINGER, NEW YORK



Announcing OUR FABULOUS NEW INDOOR POOL AND HEALTH CLUB NOW OPEN

to reprint editorial

The Home Builders Association of Virginia publishes a monthly magazine for members which includes contractors and material suppliers throughout the state.

May we have permission to reprint your editorial entitled "Is This Meeting Really Necessary?" which appeared on page 27 of the January 16 issue of Sales Meetings?

If you will indicate the proper credit notation and any other requirements, we will be glad to comply.

H. Dick Rathbun
Executive Vice-President
Home Builders Association
of Virginia
Richmond 30, Va.

wants show-cost figures

Do you have any figures which might show the ratio of expenditures by industrial concerns on expositions and trade shows, compared to their over-all advertising budget?

Miss Florence Bowley, Librarian at the American Association of Advertising Agencies, thought you might have some statistics on this and suggested that we write to you.

Thomas L. Jones
Industry Information Services
Dairy Industries Supply
Association, Inc.
Washington 6, D. C.

wants proof

On reading through a copy of your magazine on incentive travel, we have noted the points made with great interest. We consider your publication well presented and alive.

However, before we can go further into the possibilities you suggest, we could certainly use some statistics to back up your many good arguments for incentive travel; case histories, if available, would certainly be convincing and would assist us greatly.

We look forward to your kind cooperation, and an early reply, which would be most appreciated.

Maxwell Collins
Sales Promotion Officer
Stewart Moffat Travel Pty. Ltd.
Melbourne, Australia

hospitality-suite promotion

We have a problem and think that you and your publication may be able to help us out.

We are particularly interested in obtaining material on successful promotions of hospitality suites during conventions and shows. Before our creative staff is asked for ideas on this subject, we would like to know what other companies have done to promote the hospitality suite as a vehicle of good will and sales promotion.

We will be appreciative of any articles or sources of information on successful techniques for increasing attendance at hospitality suites during conventions and trade shows.

Richard T. Kass
Department of Research
& Marketing
Klau Van Pietersom Dunlap, Inc.
Milwaukee 3, Wis.

bouquet for strike story

I appreciate your sending me the copy of Sales Meetings with the strike story in it. (Jan. 16, 1959, "What Do You Do When a Strike Hits?") I had already seen it and was in the process of writing you about it. I have taken the liberty, which I hope you will approve, of having it reproduced and sent out to our 60-odd member bureaus.

I am saying to them that it is one of the finest pieces of public relations or publicity for convention bureaus of the country that has ever been produced. I personally thank you for providing Sales Meetings as the conveying media.

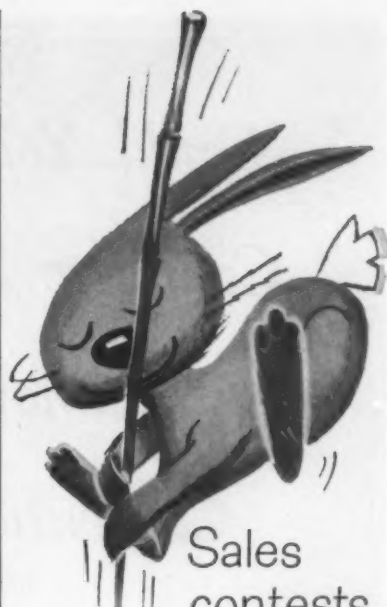
J. S. Turner
Secretary Treasurer
National Association of
Convention Bureaus
Cincinnati 2, Ohio

meetings not obsolete

A Global Communication Symposium was held in St. Petersburg not long ago. In attendance were some 1,000 global communication experts from all over the world.

They talked about tropospheric scatter, transistorized circuitry, parametric amplifiers, countermeasures, the weather (which was good) and many other weighty topics.

But what interested me was that



Sales
contests
go over
the top
with

**NORTHEAST'S
"SELLORAMA"**

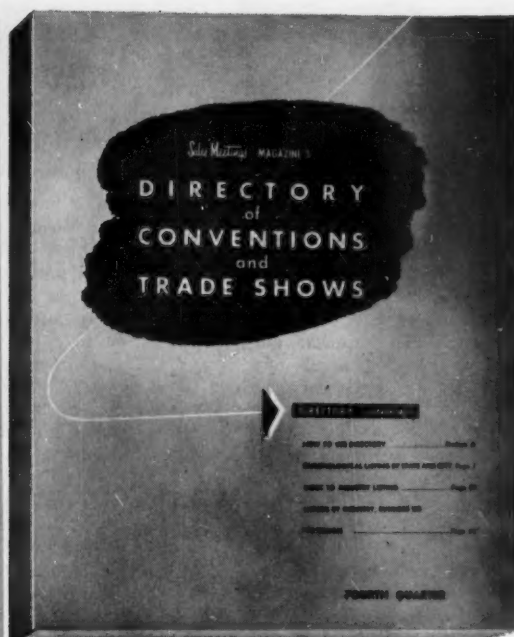
Northeast Airlines' "Sellorama" is a complete, tailor-made sales incentive program. It provides you with contest promotion plans; publicity; details on: charter flights, group travel plans, special rates, hotels, and tours. An expertly trained Northeast Representative will help you plan an exciting contest to meet your objectives. Best of all—Northeast serves most of the resort areas on the East Coast—the places where participants want to go!

Put your next sales contest over the top! Get full "Sellorama" information from your nearest Northeast Sales Manager or: write for your free Northeast "Sellorama" Portfolio.

Traffic and Sales Department,
1700 "K" Street, N.W.
Washington, D. C.

Reader guided
NORTHEAST
AIRLINES

Could You Use Complete List of Trade Shows and Conventions?



SALES MEETINGS' Directory of Conventions and Trade Shows gives you dates and sites of business and professional exhibits and meetings in both United States and Canada.

Ideal reference to trade shows when you want to introduce a new product or investigate a new market. Lists of events by industry and professional as well as by sites and dates.

Issued quarterly with dates a year or more in advance, **Directory of Conventions and Trade Shows** is just \$12 a year. This authoritative reference is a "must" for every marketing department.

SALES MEETINGS

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Enter my subscription for one year to Directory of Conventions and Trade Shows—\$12 per year.

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☒ bill me

Name

Title

Company

Address

City Zone State

Here's What's in Directory of Conventions and Trade Shows

- Over 18,000 events each year
- Name of each convention and trade show
- Schedule of events for each city
- Name and Address of Executive in charge of meeting or show
- Estimated attendance for event
- Dates long in advance
- Hotel headquarters listed for each convention
- Index by industries and professions
- Events in both U. S. and Canada
- State fairs and public expositions
- National, regional and state meetings

LETTERS

continued

these global communicators had to gather in one tiny spot on the globe to do their communicating. This was a heartening observation which proves to me that Oravisa's business is secure; that no transistor will ever replace a face-to-face pow-wow.

J. De Jen

President
Oravisa Company, Inc.
St. Petersburg 33, Florida

themes wanted

I have the responsibility of staging our sales meeting and, believe me, your Sales Meetings edition is one I look forward to.

Right now I have a problem. Our experience has proven that a meeting theme is extremely important. If it is good, it serves as a complete foundation for the development of the entire show from start to finish. If the theme is good, it has carry-over values until the next meeting and oftentimes beyond that.

Developing themes that are acceptable, in years gone by, has not been too much of a problem. However, I am getting to the bottom of the barrel and I am wondering if your people who develop material for your Sales Meeting publication would have access to suggestions for themes. We have used such things as Blueprint for Success, Wide, Wide World, Stars on Parade, Round-Up of Stars, New Faces, etc.

If you have any information of this nature available I would appreciate hearing from you. If not, it is all right. However, I'd like to repeat again that Sales Meetings' publication is one that is very much appreciated.

J. E. Mason

Sales Promotion Manager
Quaker Oats Company
Chicago 54, Ill.

incentive travel interest

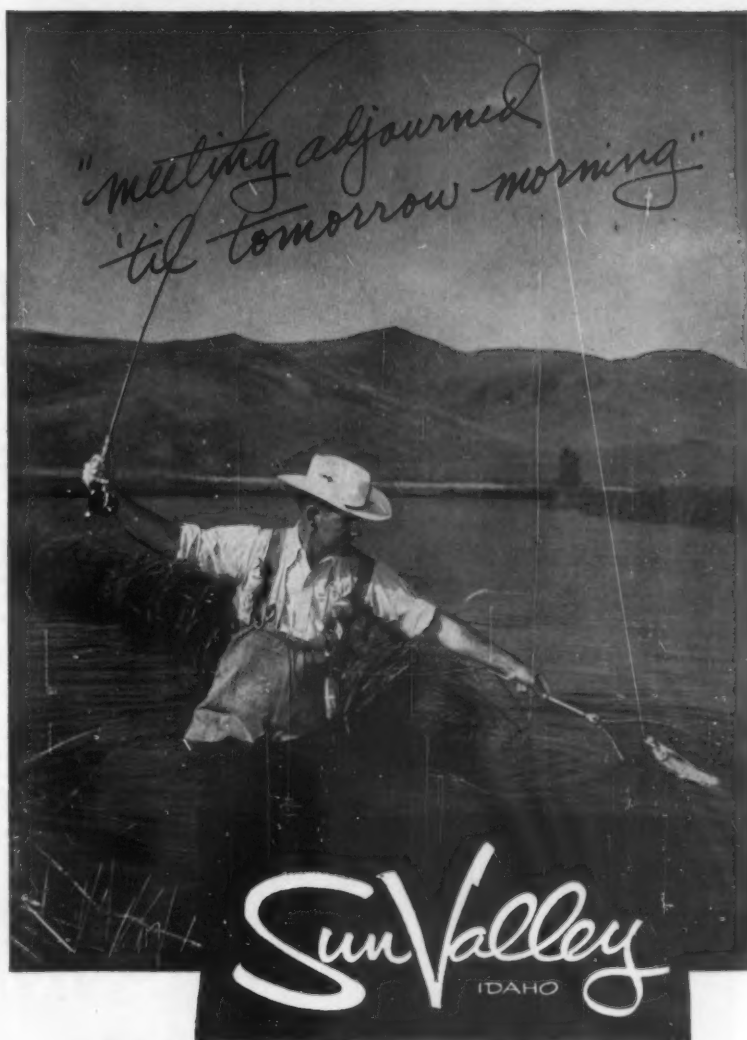
We are interested in obtaining reprints of articles on incentive travel which appeared in your March, 1957, and March, 1958, issues.

Please advise if these are available and, if so, at what price. Thank you.

Jack Bradt

President
SI Handling Systems, Inc.
Easton, Pa.

MARCH 20, 1959



YOUR COMPLETE CONVENTION CENTER

Here's a happy man attending a convention. The day's business was wrapped up half an hour ago and he'll be on deck in the morning really refreshed and ready to work, after relaxing at his favorite sport. If you like to make convention business a pleasure, then Sun Valley is for you.

We'd welcome the opportunity to show you how nicely our facilities and activities will fit your convention requirements. For free convention folder and the complete story, just write Mr. Winston McCrea, Manager, Sun Valley, Idaho (or phone Sun Valley 3311).

MEETING ROOMS

No. of Rooms	Max. Capacity
OPERA HOUSE	500
DUCHIN ROOM	100
SLALOM ROOM	100
Numerous smaller rooms	20 to 50

BANQUET ROOMS

No. of Rooms	Max. Capacity
LODGE DINING ROOM	350
CONTINENTAL	600

Liquor by the drink available
per state laws except Sunday
and designated holidays.

RATES

AMERICAN PLAN	LODGE INN	per person, two in a room	per person, single room	RATES ON REQUEST
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\$21	\$19			

CAPACITY

Sleeping accommodations for 500 persons



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BY UNION PACIFIC RAILROAD

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You and your group are assured of the most efficient attention, gracious service, and the ultimate in function facilities when you hold your convention or sales meeting at The Queen Elizabeth, Canada's newest and finest hotel. Here are 15,000 square feet of exhibit space, 23 meeting rooms for up to 3,000 for meetings or 2,000 for banquets . . . and 1,216 spacious guest rooms, each with individually controlled electronic heating and air conditioning. Yours at The Queen Elizabeth are the same impeccable service and superb convention facilities as thousands have enjoyed at The Waldorf-Astoria, Palmer House and other Hilton Hotels in the United States. Added welcome conveniences are the direct indoor connections to the garage (free to room guests), the Canadian National Railways Station and Montreal Air Terminal. Delegates attending conventions here will thoroughly enjoy their visits to Montreal, where British institutions and French traditions are delightfully blended. Plan now for your next meeting at Montreal's most modern convention hotel.

THE QUEEN ELIZABETH

MONTREAL, CANADA (a C.N.R. Hotel)

Donald M. Mumford, General Manager

For information contact The Queen Elizabeth, Montreal, Canada—Telephone UNIVERSITY 1-3511, or Sales Division, Hilton Hotels International, The Waldorf-Astoria, New York 22, N.Y.—Tel. MURRAY Hill 8-2240.

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OVER 300

air conditioned twin bedded rooms

IDEAL FOR

WORK OR PLAY

Meeting rooms for up to 600 . . . all completely air conditioned . . . tastefully furnished rooms . . . efficiencies . . . suites . . . delightful meals . . . planned social activities . . . two cocktail lounges . . . tropical patios . . . huge private beach . . . three swimming pools . . . three golf courses nearby . . . fishing . . . swimming . . . putting green . . . baseball . . . jai alai . . . horse and dog racing (winter season)

For information contact

phone 22-1011 St. Petersburg

SALES MEETINGS/Part II SALES MANAGEMENT



LATIN AMERICAN or CARIBBEAN CONVENTION? *check Hilton first*

Today, more and more executives are looking abroad for effective meeting sites. They're looking for fine business meeting facilities where audiences will be attentive; unusual places for off-hours relaxation; luxurious settings for post-convention tours. Where better than the Caribbean or Latin American areas? And where better than in one of these four beautiful Hilton Hotels?

Get the full convention story on any or all of these fine hotels from: Sales Division, Hilton Hotels International, The Waldorf-Astoria, New York 22, N. Y. Telephone MUrray Hill 8-2240

Hilton Hotels

International

CONRAD N. HILTON
PRESIDENT



FOR INSTANCE... On "Convention Island", San Juan, Puerto Rico

Caribe Hilton

SAN JUAN • PUERTO RICO • U. S. A.

Set on a beautifully garden-landscaped peninsula, The Caribe Hilton offers complete seclusion for conventioners, plus facilities for all summer sports and other entertainment.

- 450 air-conditioned rooms
- Meeting capacity: 10 to 500
- Pool, surf bathing and other sports
- No passport or currency problems
- 5½ hours from New York, 3½ hours from Miami

AND . . . more of the finest in flexible convention facilities



habana hilton

- Meeting rooms for 100 to 1850
- Banquet facilities for 50 to 1300
- Closed circuit TV
- 630 air-conditioned rooms, each with private balcony
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- No passport or currency problems
- Only 4½ hours from New York, 55 minutes from Miami by air, overnight by ship from Miami



El Panama Hilton

IN GLAMOROUS PANAMA,
REPUBLIC OF PANAMA

This past year, some of America's most progressive organizations convened in this 300 room, air-conditioned hotel. The exotic atmosphere leads to fresh, imaginative solutions. Convention facilities serve up to 1200. Swimming pool, tennis courts.



Continental Hilton

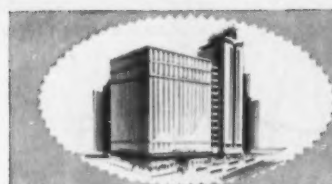
IN THE HEART OF MEXICO CITY

Everything, including your meetings, absorbs the vivid colors of this historic metropolis. Meetings from 40 to 350 persons, and all 400 rooms air-conditioned.



INCOMPARABLE CONVENTION & SHOW CENTERS IN THE SOUTH

- ★ Central Locations—excellent transportation accessibility
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- ★ The latest visual and acoustical devices
- ★ Excellent banquet facilities and service
- ★ Guest rooms with modern decor. T.V.
- ★ All hotels 100% air conditioned
- ★ Ample garage facilities
- ★ Superb restaurants



DINKLER PLAZA...ATLANTA, GA.

Meeting capacities	25 to 2000
Banquets	to 1500
Dances	to 2000
Guest Rooms	600



DINKLER-TUTWILER...BIRMINGHAM, ALA.

Meeting capacities	25 to 1800
Banquets	to 1300
Dances	to 1800
Guest Rooms	450



DINKLER-JEFFERSON DAVIS...MONTGOMERY, ALA.

Meeting capacities	15 to 350
Banquets	to 275
Dances	to 300
Guest Rooms	250



DINKLER-ANDREW JACKSON...NASHVILLE, TENN.

Meeting capacities	40 to 400
Banquets	to 350
Dances	to 300
Guest Rooms	400



DINKLER-ST. CHARLES...NEW ORLEANS, LA.

Meeting capacities	12 to 900
Banquets	to 700
Dances	to 900
Guest Rooms	500

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HOTELS

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-SM FACILITIES ROUNDUP

NEW YORK CITY

New 48-story **Zeckendorf Hotel**, to be built on Sixth Ave. between 51st and 52nd Sts., is scheduled to open in 1961. It's the city's first newly-built hotel since the Waldorf-Astoria opened in 1931. Hotel will have 2,000 rooms and extensive dining space. Largest dining room will seat 3,300. Entire venture will cost over \$66 million, says William Zeckendorf.

DEARBORN, MICH.

Two new additions to the **Dearborn Inn** are scheduled for late summer occupancy. They will add 54 guest rooms to the 132 now in the Inn and colonial homes. Two-story buildings will cost \$750,000.

ATLANTA

December, 1959 is expected opening date of **Atlanta International Coliseum** and adjoining **Southeastern Merchandise Mart**. Officials say their 350,000 sq. ft. coliseum will be larger than New York Coliseum. Air conditioned, single-story building will be able to accommodate a convention of 25,000 persons. Adjoining 11-story mart will contain approximately 1,000,000 sq. ft. of office and showroom space. Mart and coliseum will be connected by a concourse to house a decorative center with showroom space for decorator furniture and accessories. Ground breaking is scheduled for April.

MIAMI

In a bid for convention and business meetings, **Everglades Hotel** has undergone a \$3.5-million modernization program. Leading the list of interior improvements is an 1,800 seat convention hall, largest in the city, say hotel officials. Other new features include eight meeting rooms, complete new lobby, two restaurants, coffee shop, two bars in the lobby area, new entrance and air conditioning. Two new floors have been added to the building. Seventeenth floor houses a supper club and 18th floor, a swimming pool.

**"those United fellers
really know how to
handle exhibits!"**



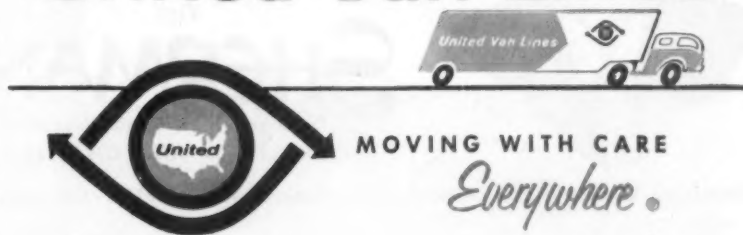
"Yep, I've watched thousands of exhibits come and go through that door. Been some real 'humdingers,' too, that must have cost a mint of money. But regardless of their cost... plain or fancy, large or small... I've noticed the United folks give that little *extra* care to every shipment. Must be a comfort for any company to know their exhibit is in good hands."

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More companies every day find that shipping their exhibits—uncrated—via United, is the safe, economical, "on-time" way to put their show on the road.

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The Sherman has added 10,000 square feet to its already large convention exhibit space. The total is now 50,000 square feet . . . all on one floor and all air-conditioned. No time lost racing around town . . . no stair climbing . . . no crowding into elevators. But single-floor convenience isn't all. The Sherman also offers 27 air-conditioned meeting rooms accommodating 10 to 2,000, plus exceptional banquet facilities for functions of any size.

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FACILITIES ROUNDUP

continued

ATLANTA

Completion of \$2.5-million Rivera of Atlanta motel is slated for mid-spring. The 250-room motel will be completely air conditioned. Meeting rooms will be equipped to receive closed-circuit television originating outside. It also will have its own internal closed-circuit TV system plus a public address system.

KANSAS CITY

Hotel Muehlebach will embark on a 300-room, 15-story addition aimed at attracting group business, Barney L. Allis, president, Trianon Hotel Co., announces. Use of Colonial Room and Grand Ballroom in original structure and two contemplated rooms in addition will form one huge dining or meeting area which could seat 2,500 persons. Addition will give the Muehlebach about 1,000 rooms. Construction is expected to start this year, with completion date 18 months away.

CHICAGO

New \$10-million, 10-story hotel on S. Lake Shore is slated for completion in mid-1960. In addition to 550 rooms, hotel will include 65 executive suites, conference rooms, shops, multiple dining rooms and lounges. Completely air-conditioned unit will feature a heated outdoor swimming pool complete with cabanas for year-round use. Parking for 600 autos will be provided below street level.

TULSA

Completion of first of two \$1-million Holiday Inns is scheduled for March, according to Dr. C. E. McCracken, president, New Turnpike Hotel Co. Each motor hotel will consist of 100 rooms and a combination dining room-convention room to seat 288 for meals and 425 for meetings.

PHOENIX

Plans for a new motel by Merit Hotel Group call for a 1,000-seat convention hall, cocktail lounge and dining area featuring entertainment. Also included will be another dining room, coffee shop, garden tea room, square dance court, shuffleboard court and a pitch-and-putt golf course.

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Summary of Convention and Meeting Facilities

ROOM	FLOOR	SEATING	DINING	SIZE SQ. FT.
Grand Ballroom*	Lobby	1,350	1,000	8,030
Regency Room*	Lobby	1,000	800	6,510
Roof Garden	15th	500	400	3,374
Cactus Room	21st	300	200	2,640
Danish Room	15th	200	175	1,500
North Room	15th	100	80	900
French Room	Lobby	175	135	2,000
Press Room	7th	150	120	2,100
Directors Room	7th	45	30	700
Parlor A	Mezzanine	150	135	1,290
Parlor B	Mezzanine	40	30	378
Parlor C	Mezzanine	50	40	627
Parlor D	Mezzanine	110	90	957
Parlor E	Mezzanine	25	20	288
Parlor F	Mezzanine	30	25	385
Parlor G	Mezzanine	75	65	682

*Connecting

Auto Lift: Via Ramp. Blackboards: Portable. Lecterns: Table and Standing types. Complete range of sound and projection equipment, including public address systems.

HOTEL ADOLPHUS

H. H. "ANDY" ANDERSON, Managing Director Dallas 1, TEXAS

FACILITIES ROUNDUP

continued

LAS VEGAS

New 6,600 sq. ft. convention center on the ground of **Dunes Hotel** should be completed before April 1, according to hotel officials. Building will be integrated into present structure and will seat 800 persons. It will contain complete facilities for exhibits, conventions and public meetings. Electrically controlled walls will permit interior to be divided into four separate rooms as required. A lighting system, stage and electronically controlled public address system will be featured.

COLORADO SPRINGS

Multi-million-dollar addition to the **Broadmoor Hotel** will be started this year, announces Charles L. Tuttle, president. Plans include an exhibition hall to seat more than 1,200 persons for meetings and 700 for dining. More than 200 bedrooms, along with dining facilities, will overlook a patio with Broadmoor's fourth swimming pool.

MONTREAL

Hotel Corp. of America announces construction plans for its first unit in Canada. Two-hundred-room **Charterhouse Motor Hotel** will include public function and meeting room, specialty restaurant and coffee shop. Guest rooms will be designed for sleeping quarters at night and meeting rooms for business or family during the day. Hotel will be owned by Aura Leasehold of Toronto and operated by HCA.

ATLANTIC CITY

Completion of **The President**, first motor hotel in Atlantic City to include a convention hall, is scheduled for spring. Two-million-dollar, 150-unit motel will rise three tiers high along beachfront. Convention hall will seat 400 persons. Hotel will be operated jointly with 14-floor President Hotel next door.

La Concha, 135-room multi-million dollar hotel, is being erected by Fleetwood Corp., Philadelphia. Convention and banquet facilities plus cocktail lounge, restaurants, specialty shops and a glass domed year-round swimming pool will be featured.



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ALL SPORTS AVAILABLE—putting greens—tennis, riding, heated swimming pool, square dancing, sightseeing trips.

The nearest inn to Scottsdale—the "WEST'S MOST WESTERN TOWN", with the most interesting shops and stores for every occasion.

PARADISE INN offers warm hospitality and every facility for a successful and memorable convention.

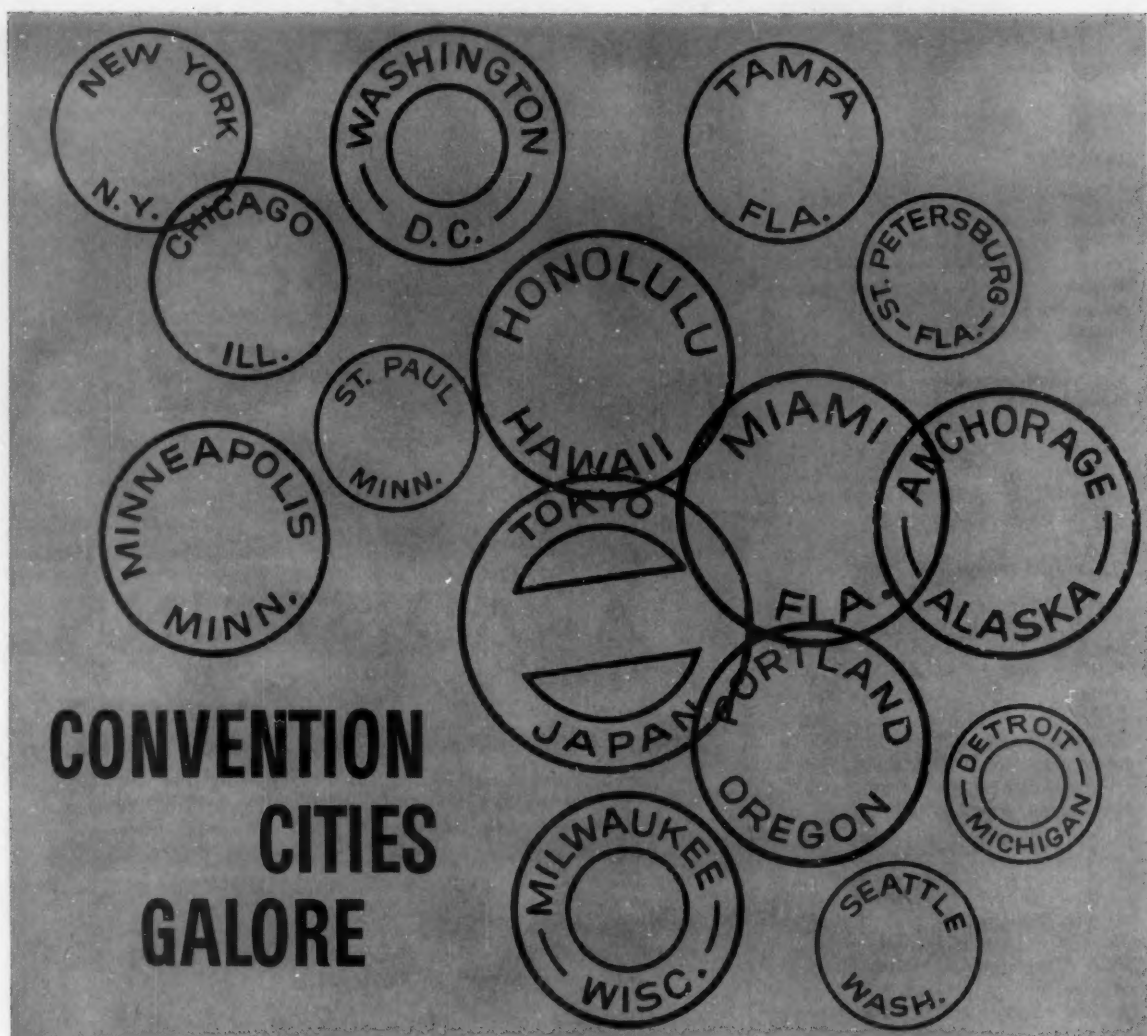
MEETING ROOMS to accommodate various size groups up to 500.

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SALES MEETINGS/Part II SALES MANAGEMENT

First Toy Production Show is rescheduled for Nov. 8-10, New York Trade Show Building. Seminar on problems common to the entire toy manufacturing industry will run concurrently with the show. Program will feature speeches on packaging, freight and uses of new materials. Exhibits are for suppliers of toy production materials.

Close to 400 suppliers will exhibit in American Management Association's 28th National Packaging Exposition. Show, which is expected to be largest in history, will be held April 13-17 at the International Amphitheatre, Chicago. Show in 1958 drew 35,400 visitors. Association's National Packaging Conference at Palmer House April 13-15 will accompany the show. Registration fee will be \$2 to enter the show.

Edward Sandrok, American College of Surgeons, was elected president, Professional Convention Management Assn., at a recent meeting held in Miami Beach. Other officers elected were: first vice-president, John Hollister, American Dental Association; second vice-president, Charles L. Baldwin, Medical Society of the State of New York; secretary, Gordon Marshall, Gordon Marshall Company; and treasurer, William McVay, American Academy of General Practice.

Fifth annual Atomfair will feature 25 Canadian exhibits plus French and British exhibits. Fair, to be held April 5-10, Cleveland, will be 100% larger than first in 1955 and 12% larger than last year's.

All British exhibition of industrial products is scheduled for June, 1960, in New York City, announces Federation of British Industries, organizers of the show. Comprehensive exhibition, first to be held in the United States, will occupy all four floors of New York Coliseum. Board of Trade will organize a prestige display to complement and lead in to industrial exhibits. Federation of British Industries also reports it is negotiating with Red China for a British trade fair to be held in Peiping in 1960.

Highlight of "Canada Week," April 20-25, will be a Canadian trade fair to be held in main ballroom and foyer of Sheraton-Plaza Hotel, Boston. This concentration of trade promotional activities in an important American market is a "first" for Canada. Products to be exhibited will include wood products, processed foodstuffs, industrial raw materials, handicraft and gift items, sporting and other garments, sporting and musical products, pleasure water craft, alcoholic beverages, industrial machinery, leather, leather products and furs. Government information center will answer questions relating to Canadian trade, industry, immigration and customs.

New president, National Association of Exhibit Managers, is Mildred Egeberg Lewis, American Dietetic Association. Other officers elected at the recent meeting are: vice president, Joseph B. Rucker, Jr., State Fair of Texas; and secretary-treasurer, Chester L. Wells, American Society for Metals.



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The World's Largest Group Of International Hotels

Outboard Boating Club of America will stage recreational boating industry's first national convention, October, 1960, according to Guy W. Hughes, executive director. Trade show with it will feature all types of boating equipment.

Plans are being laid for an international trade mart in Jacksonville, Fla. Mart is to provide facilities for international sales offices, space for commercial exhibits and trade shows, and other accommodations for foreign traders and shipping interests.

Show Services, Inc., is newly formed service organization to handle booth equipment, furniture and decorations at conventions and shows. Organization, set up by Howard E. George and Ben Lewis, has offices in New York Coliseum.

Queen Elizabeth Hotel, Montreal, recently inaugurated free parking policy without any increase in room rates. This will represent a \$2 to \$3 saving per night for delegates who travel by car. No additional charge will be made for pickup and delivery.

First National Wholesale Sporting Goods Show will be held Aug. 2-5 in ballroom of Sheraton Hotel, Chicago. More than 100 exhibitors are expected to display a wide variety of sporting goods.

More than 20,000 are expected to attend Fifth World Petroleum Congress Exposition, New York Coliseum, June 1-5. More than 200 exhibits from United States and foreign countries, among them Germany, Sweden, France, Italy, Holland, England and Canada, will occupy first two floors of the Coliseum. Third and fourth floors will accommodate technical sessions of the World Congress which is being held in United States for first time.

Total of 77 foreign nations have been invited to participate in First World Congress of Flight, Las Vegas, April 12-19. Congress will combine conferences, forums, indoor and outdoor exhibits, air and ground demonstrations, and private meetings concerning latest aircraft and supporting equipment.

Building material dealers have voted four-to-one to open 1959 National Retail Lumber Dealers Assn. exposition on a week end. Dealers feel that Saturday and Sunday are more convenient for employes as well as themselves. In accordance with the vote, association's sixth annual Building Products Exposition will open Saturday, Nov. 14, in Cleveland.

National Associated Marine Suppliers, Inc., will hold its first Marine Supply & Equipment Show, April 16-17, at Roosevelt Hotel, New York City.

Western Electronic Show and Convention will increase its exhibit area for 1959 trade show at San Francisco's Cow Palace, Aug. 18-21. Total of 922 booths has been plotted and all available display space is expected to be subscribed before April, say convention officials. Total of 901 booths was assigned last year.



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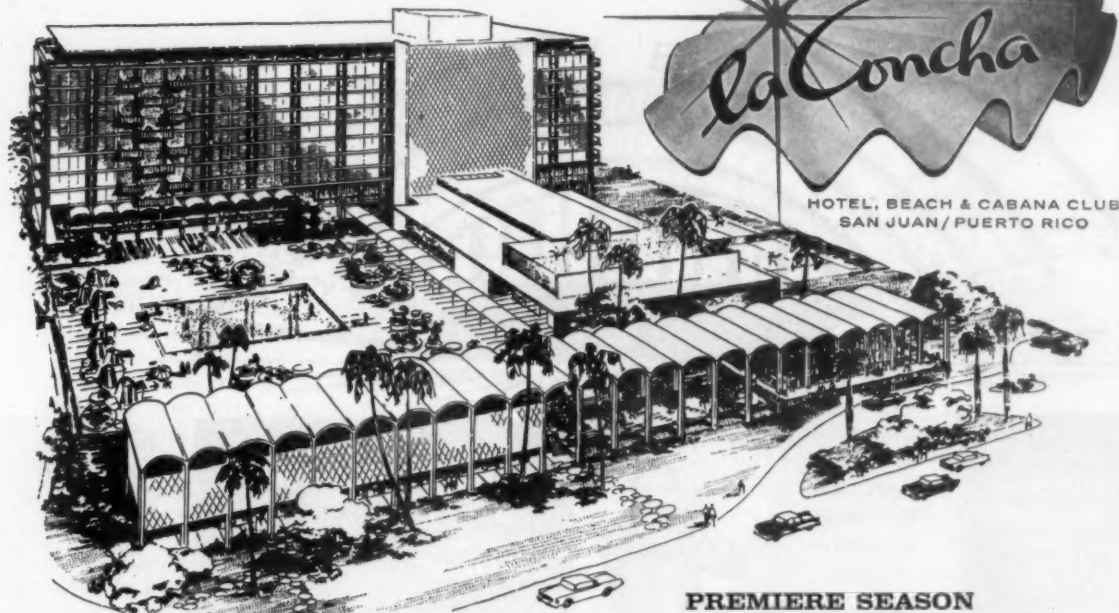
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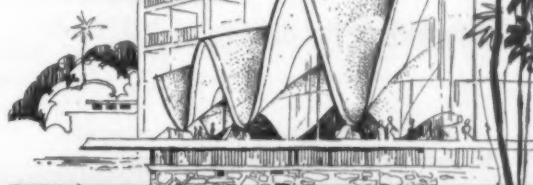
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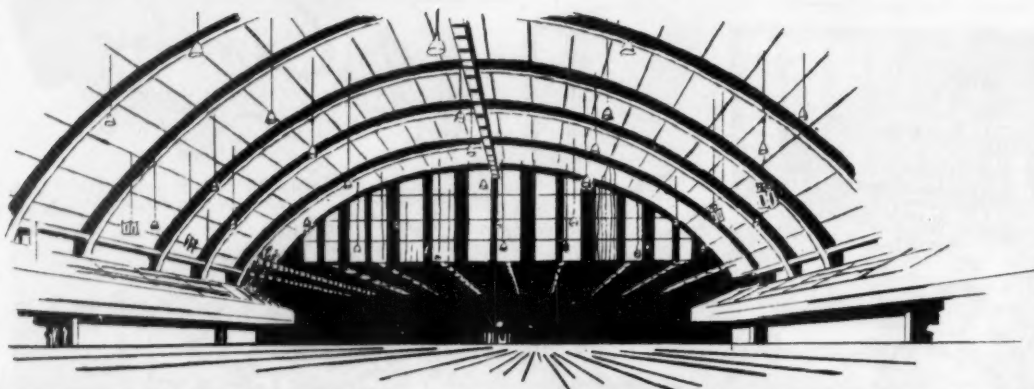
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AS THE EDITORS SEE IT

How's Your PR at Incentive Site?

Travel as an incentive prize seems destined to just grow and grow. It is approaching a point of being a standard procedure in some industries—appliances, automotive, agricultural machinery. A modified incentive travel program is standard procedure in the insurance field.

While many companies seem to be leaping into incentive travel programs, not all of them probe deeply enough to get full measure for their investments. One shortcoming that is in evidence is lack of public relations at the incentive site.

Your company can offer one of three basic images to the people in the area to which your group goes: (1) Your organization can appear to be a great benefactor to the economy of the incentive-site community; (2) your group can assume the role of interloper into a community to upset status quo; (3) your people can be fair game to be "taken" by everyone.

How people in a distant place—especially overseas—accept your company and its guests, can be important to you. If the community is primed to be a gracious and considerate host, your incentive travelers will have a better time.

It is a public relations job to let the incentive-site community know it is in its own best interest to treat your people well. This is no great project. It merely requires a little planning. Community leaders will aid immeasurably. They will make statements for the local press along the lines you suggest. They will offer hints on how your executives should be quoted in advance. It all boils down to a little planning and a few good news releases and press contacts.

This is a mighty small effort in return for a community's goodwill and the better enjoyment of your group. (Have we forgotten the goodwill for your products, if the incentive-site community offers a market for them?)

To Get Truth Behind Iron Curtain

A revolution is about to break out in Russia. There's no civil strife connected with this revolution and Khrushchev's power is not threatened. This revolution is on an informational level.

For the first time, United States will be able to talk directly to the Russian people. Our American National Exhibition in Moscow is more important than many people realize. Not since the Russian revolution of 1917 has America been able to get an uncensored and unscreened fact before the Russian people.

Now, with our fair in Moscow this summer, we not only will meet Russians on the spot but have the powerful medium of three-dimensional

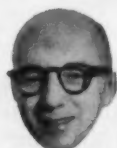
exhibits and special films to tell our story.

We believe this event is so important, not only is our editor going to cover it personally, but he has arranged a tour so that other executives in industry can join him.

Bigger and better missiles will not solve world tensions. But truth can. This first "outbreak" of truth behind the Iron Curtain may have long-range effects, more valuable, perhaps, than a bigger bomb.

Story on what U. S. plans for our Moscow fair starts on page 80. With the story is an item on how you might accompany our editor on his tour of the fair and key Russian cities.

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Vice President and
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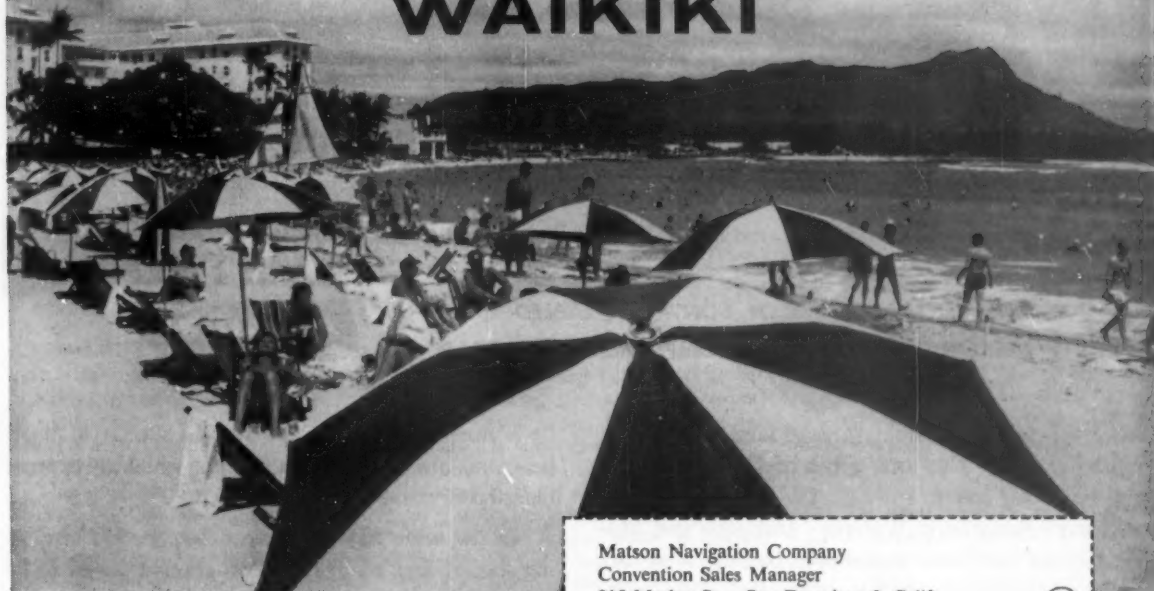
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Why John Deere chooses
UNITED AIR LINES for Extra Care
in giant, dealer airlift



When this famous manufacturer of farm implements invited dealers—plus the wives of those who had exceeded their tractor sales quota—for a tour of the company's factories in Waterloo, Dubuque and Moline, United Air Lines was chosen because of its experience to coordinate the 3-month, nation-wide airlift.

Over 4000 people had to be transported from all over the country. United arranged special chartered Mainliner® flights and worked with interline carriers to provide complete airlift facilities when required.

Said Deere & Company, "The contribution made

by United Air Lines to the over-all success of these programs has been outstanding, for which we express our sincere thanks."

In the same way United can help you in arranging special meeting or travel programs tailored to fit your particular needs—product announcements, conventions, incentive plans are just a few examples.

For complete information, call your nearest United Air Lines District Sales Manager office. Or call or write: J. J. Dierssen, Sales Promotion Manager, United Air Lines, 36 S. Wabash, Chicago 3, Ill.

SALES



Incentive Travel to Double in '59

Twice as many salesmen and dealers will be traveling in luxury—at company expense—and will be taking their wives along. An attempt to modify "dealer loading" programs is new trend.

IF YOU ARE PLANNING your biggest incentive contest with travel as the reward, you are not alone. If you are planning to use incentive travel for the first time this year, you, too, have plenty of company.

There will be twice as many salesmen and dealers junketing in luxury—at company expense—as last year. A high percentage of companies that have not used an incentive travel program for years have something in the works right now.

► Plymouth Division, Chrysler Corp., just (March 5-9) took 126 top retail salesmen and their wives to New Orleans on an all expense-paid award holiday. "This is the first award trip of this type made by Plymouth Division for several years," explains K. R. Porter, director, dealer relations.

Sister company, Dodge Division, "has been a strong believer and user of travel-using incentives for several years," says R. L. Shugg, Jr., sales promotion manager. Dodge, along with most companies, notes no lack of interest in travel after years of its use to spur on dealers and salesmen. "We find that the lure of travel is getting greater as the years go on," reports Shugg, "for the basic reason that once a person has gone on a Dodge trip, he never quits talking about it, and the word spreads."

Each company has a special viewpoint that it holds on the size a group should be for a good trip. Dodge stays away from the big movements. "We feel that small groups, such as we had in 1958, are better than large groups which we have had in the past. Reason is that it is easier for the

factory host to make it a personal, friendly trip rather than a large convention outing," says Shugg. "Reaction of our people seems to have proved that this is the right decision for us to make."

On inclusion of wives, says Shugg: "Dodge definitely feels that husband and wife trips are the best, as it makes the wife feel a little closer to Dodge and a little more sympathetic to the hours of a salesman husband."

"Of course, all of our travel awards are backed up by merchandise prizes, as we try to have as many winners as the budget will allow."

► In the appliance field, it has been common for incentive contests to be staged on the local level by wholesalers. Now in the business machine field, there is evidence that local-level



contests work well, too.

"Out of our recent sales contest experience," reveals Harold B. Clark, sales promotion manager, Dictaphone Corp., "the most interesting development has been the tremendous popularity of locally-organized and promoted sales contests over a two or three months' period. With the corporation allotting funds to each of our 35 districts across the continent, each district manager has developed his own contest, detailed rules, elected prizes and promoted the contest locally. At least in our experience, these locally conducted contests seem to generate more spirit and real effort than those conducted nationally where the competition is on vaguer terms than it is when salesmen in an individual district are competing among themselves and can 'feel' the pulse of their own progress toward substantial prizes."

► On the national level, Dictaphone has an annual Achievement Club Contest with membership open to those who make 100% of annual quota. "Integral part of the reward is travel to the convention site, which, in general, has been a centrally located U.S. city," Clark reports. Last site was French Lick, Ind.; next one is Washington, D. C.

"In other years the site has been Miami Beach, Atlantic City, and we have experimented with multi-city locations (as many as three with the club divided)," Clark explains. "After this experience, the preference is for a single city location."

Generally, between 150 and 200 men qualify for membership to Dictaphone's club and go on the incentive convention.

► Another company in the business machine field that has used incentive travel effectively is Royal McBee Corp.

"For years our company's Royal Typewriter Division and Data Processing Divisions have held their sales conventions for 'quota-busters' in various plush vacation centers, such as Greenbrier, Bermuda, Las Vegas, etc.," reports Edward Belsho, public relations manager, Royal McBee. "We consider this to be a very effective sales incentive. Percentage qualifying for these conventions varies from 30% to 45% of the sales force."

This use of an incentive convention is growing in U.S. More and more travel programs are being designed into luxury conventions. An incentive convention, most common in the insurance field, allows you to reward your best producers, stimulate your average salesman, and use some of the time at the luxury site to make them still better salesmen.

"During 1958 as a special incentive in an Operation Upswing contest, Royal McBee offered 96 trips to the Brussels Worlds Fair and Paris for winning salesmen and their wives," reports Belsho. "There is no question about the success of this three-month sales program."

► You can expect to see many contests this year for parts and services sales as well as for basic products. For instance, M-E-L Division, Ford Motor Co., is repeating its 1958 contest this year for dealer parts and service managers. This "Write Your Own Ticket" contest assures that one parts manager and one service manager out of every 20 will win a trip for two. Last year the trips were to New York City and Nassau.

Winners were selected on the basis of highest percentage of a sales quota. This quota was established by the district service and parts manager with the help of the dealer. Each dealer pays \$25 to sign up each man in the contest. M-E-L Division adds whatever additional cash is necessary—after collecting \$25 a head for contestants—to pay for promotion and trips.

On this basis of one trip for every 20 contestants, it means the company has \$500 of dealer money to apply to the cost of each winner's trip. Under this plan, the investment is small for the company.

► As incentive travel plans are unveiled across the nation, it appears that few winners' wives will be left behind. In fact, it is difficult to find an incentive program with travel as a prize that does not include wives today. While still few in number, more trips this year will include children as well as wives.

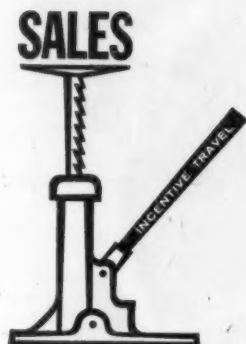
More and more contests for dealers are getting away from simply loading products onto the dealer this year. Manufacturers are devising plans in their contests whereby sales as well as purchases by dealers earn credit toward trips.

While refinements in incentive contests are in evidence this year, objectives are still drawn from the same list of aims for any sales organization. These objectives are:

1. Increase dollar volume
2. Stimulate more orders
3. Increase sales calls
4. Build higher unit sales
5. Add customers
6. Secure prospects
7. Build off-season business
8. Push slow items
9. Stimulate balanced selling
10. Get leads from non-selling employees
11. Introduce new product
12. Increase use of displays
13. Stimulate dealer tie-ins
14. Stimulate representatives
15. Revive dead accounts
16. Switch users to your brand
17. Improve salesmanship
18. Intensify training
19. Reduce costs
20. Build multiple sales
21. Lower salesman turnover
22. Recruit new salesmen.

There are three big reasons twice as much incentive travel is predicted for this year. First, many companies that had plans last year retrenched in the face of a receding economy. These companies are now reinstating their old plans. Second, many smaller companies are taking a cut from the giants and are turning to travel as a big prize for their incentive contests. Third, travel has proven to be a growing magnet for sales enthusiasm. ♦

EDWARD M. BECKER, Fedders sales manager, signs agreement with tour and airline representatives for 1959 incentive trip to Italy.



Biggest and most consistent user of incentive travel explains what it gets out of its programs and how it operates them. Fedders Corp. reveals why incentive travel is . . .



Greatest Builder of Dealer Relations

By EDWARD M. BECKER
Sales Manager, Fedders Corp.

"JOIN FEDDERS and see the world."

This has become the slogan of thousands of Fedders air-conditioner dealers around the country who each year participate in the largest travel incentive program in the appliance business—maybe in all industry.

Each year for the past eight years a load of Fedders dealers and their families have placed their luggage aboard a plane or boat and traveled off to some romantic, glamorous vacation resort. Dealers are treated like the kings they are with all sorts of activities available to them—with Fedders picking up the bill.

Fedders trips have become almost a tradition in the industry. Year after

year the same faces, as well as new ones, turn up. Millions and millions of dollars have been spent to make our dealers realize that we appreciate the efforts that they put behind our product.

What have these trips meant to Fedders? Has the expense been justified?

These are questions that are asked of us and that we ask ourselves periodically.

Probably the best answer is this: You can't argue with success. Despite competition from appliance industry giants, Fedders has consistently maintained number-one position in air conditioning. In our 1958 fiscal year, Fedders showed an increase in unit sales while the industry was behind 18%. Shipments for the first quarter, 1959, were 53% ahead of the previous first quarter.

Obviously, no one factor is responsible for this performance. We have to rely on engineering, sales, advertising, distribution as well as other things. However, I must admit, our sales incentive program has been a contributing element to our success.

Relationship that we have built up with our dealers over the years—through our personal contacts with them on the trips—is extremely important to us and is the program's major asset. Remember, we are competing for this dealer's loyalty with some pretty big names in industry. Now that we have it, we aren't about to let it get away from us. We feel that the single most important element to maintain this loyalty, besides the product itself, is the trip we have each year.

Certainly, Fedders is not new to incentive travel. We started in 1951

and our trips have been made up as follows:

1951	Bermuda	92 people
1952	Nassau	230 people
1953	Hollywood Beach, Fla.	540 people
1954	Nassau	920 people
1955	Jamaica	2,500 people
1956	Dominican Republic	4,200 people
1957	Nassau	5,000 people
1958	French Riviera	670 people
	Jamaica	3,600 people

For 1959, we have already announced to our distributors that we will have two separate trips as we did last year. Arrangements have been made to take approximately 1,000 of our dealers to Italy with stopovers in Rome, Naples, Capri and Sorrento. A larger group of 3,800 will be taken to Acapulco, Mexico. It will be the first time that Fedders has gone to either of these locations.

Pan American Airlines will handle the Mexico transportation while Alitalia has been selected to carry Fedders people to Italy. The European movement is the largest charter ever contracted by Alitalia and will be the



ARMORED TRUCK delivers prize of 500 silver dollars to treasure hunt winners.

biggest transatlantic commercial airlift ever conducted.

As you can see, Fedders has a major interest in travel incentives. Not only has it steadily grown larger (though it has probably hit its peak from the standpoint of numbers) but travel sites have become more and more glamorous. If anything, new areas with adequate facilities to handle our large group, are dwindling.

Promotion of the annual Fedders trip as a family affair and setting up the quota system so that a dealer can easily take his wife, is one of the major reasons for its success year after year.

Some of the appliance industry incentive travel plans are "stags." It doesn't take long for a wife to begin to resent, and suspect, when hubby packs up for a week with the boys at some plush Caribbean resort.

Fedders distributors capitalize on this. Many of them write directly to dealers' wives to tell them details of the trip: location, activities, etc.—all in glowing terms. It doesn't take more than one letter for the wife to start keeping a pretty close check on how many Fedders air conditioners are sold each day by her husband. What better follow-up can there be than to have the dealer's wife on our side?

Our figures shows that 93% of dealers on the Fedders trip had their wives with them in Jamaica last year. Some 12% brought at least one child.



"LOOK, a clue!" Treasure hunt involves searching for them in most unlikely spots.

Personal attention of Fedders factory staff also has much to do with the continuing success of the incentive program. In the past, every one of our 28 district and regional sales managers has made the trip. Schedules are so arranged that each man attends with the dealers from his own area. In this way there is always a familiar face from the factory that a dealer can run to with any problem that develops. It also gives our own people an opportunity to get together socially with their dealers and their wives—something that they don't often get around to back home.

Salvatore Giordano, Fedders president, sets up a grueling schedule for himself during trip time. In line with his philosophy that everything must be personally supervised by the factory, he meets with every group on the trip. Last year, he flew from New York City to Jamaica every Thursday, a five hour trip, and then back again on Friday. During his brief stay, he was able to make a short address to the group and probably got to meet about 95% of dealers in attendance.

Since the European trip was running at the same time as Jamaica, President Giordano arranged to meet with each planeload while it was in New York City. This personal attention has always been shown by our president.

District and regional managers squire Giordano around and introduce him to as many of their dealers as possible. In this way, Giordano gets



MASQUERADE PARTY creates atmosphere of gaiety and adds to the general fun.

to hear the thinking of the retailer of Fedders merchandise and at the same time the individuals meet Giordano.

The president also gets his picture taken with many of the dealers' families. It's an impressive memento and adds just a little more to the Fedders personal touch.

Entire program is the greatest builder of dealer relations ever devised. At the same time it gives us a little more insight as to what our dealers are thinking. We also have this opportunity to informally talk to the dealers about our new line, prices, problems, and, of course, competition.

The Fedders trip has become so popular amongst dealers that it has

become the merchandising highlight of the year. There is almost as much speculation each season about where the next trip will be held as there is about our new product line.

Because of the glamour of the trip and its importance in the eyes of the dealer, our distributors "use" it in many ways. For example, the Fedders distributor usually will set up a basic point quota for his dealers so that one Fedders air conditioner will equal one point toward a ticket to Italy. However, in order to spur early season buying, he may offer two points per air conditioner. Or he may offer extra points for the purchase of certain models that are being emphasized. Thus, the trip becomes a merchandising tool for the distributor.

Individual quotas set up by distributors are certainly not prohibitive; if they were, we wouldn't be taking almost 5,000 people on our trips each year. They are made realistic so that even dealers located in low population areas can fulfill their dream of a free trip to Europe.

Many of our distributors offer dealers the opportunity to pick up air conditioners direct from the distributor's warehouse only as they need them. In this way, the dealer will not be overpurchasing just so he can win himself a seat on an airplane.

Planning of the Fedders trip begins about a year prior to the trip itself. When the group was enjoying the warm sun of the French Riviera last September, a Fedders representative was taking a special trip to Rome and other parts of Italy to see what would be available if we were to decide to use this country as our incentive trip site for 1959—as we finally did decide.

This one perusal is usually enough to tell us all we want to know about

(continued on page 155)



PRESIDENT SALVATORE GIORDANO (third from left) mans umbrellas just in case.

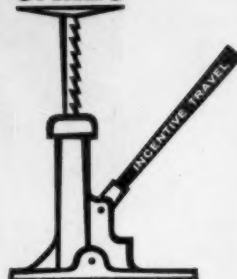


ROYAL TREATMENT from the start continued throughout luxury stay in Bahamas for laundry driver and his wife.

MAN FRIDAY, or Man Sterling as he was named, was on call for any and all assignments suggested by trip winners.



SALES



Small company can give prize trip that makes winner feel like a millionaire, but costs company comparatively little for complete program.

Laundry Driver & Wife Live Like King & Queen

WHO SAYS small companies can't afford deluxe incentive trips for their salesmen?

Sterling Laundry Company, Washington, D. C., sent top salesman Robert O. Belcher and his wife to the Bahamas for seven days. As part of their deluxe treatment, they were given their own "Man Friday" who stayed with them the entire week. He greeted them at the airport and acted as guide, servant, instructor and companion.

Mr. and Mrs. Belcher flew from Washington to Florida and then across the short hop to the Bahamas. When they arrived at the Grand Bahama Club's airstrip, they had their first glimpse of their Man Friday or "Man Sterling", as they called him. A native, Man Sterling dresses in a red fez, white shirt and black "tux" pants and shoes.

After introducing himself, he collected luggage and drove the Belchers to the nearby club to begin their seven days of vacation fun. After giving them ample time to unpack and rest, Sterling helped them to get into the swing of things.

First on the agenda is a swim in the club pool. Sterling stands at the edge of the pool to encourage better swimming performance. He succeeds, too.

When the Belchers climb out of the pool exhausted but refreshed after their exercise, Sterling is on hand with cool drinks to counteract the warm sun. At dinner he translates the menu and recommends native dishes such as conch fritters and Bahama chowder.

After dinner Sterling leaves the Belchers. He advises them to go to bed early. "You have to be rested to be in shape for tomorrow's activities," he explains.

First thing next morning, Sterling persuades Mr. and Mrs. Belcher to try their hand at off-shore fishing. Sterling, of course, accompanies them as captain and baiter of the fish hooks. Belcher immediately hauls in a three-foot shark and later some snapper and yellowtail. His wife, much to everyone's surprise, hooks a ten-pound Barracuda and ends up with the biggest catch of the day. At dinner they are served the snapper Belcher caught earlier. Club custom permits vacationers to have their fish specially prepared by the chef.

Next on the agenda, Sterling, in the role of instructor, takes the Belchers to the golf course. A beginner at the game, Belcher fails to connect with his first swing. Sterling says, as any good instructor would in the same situation, "Here, try another club." Golf, needless to say, was not the most successful activity of the vacation. But everyone, including the instructor, had fun trying.

Another day, Sterling takes the Belchers for a tour of the island. Part of the tour is a short historical sketch of all places of interest. He points out past pirate haunts—



MR. AND MRS. BELCHER sample Sterling's personal cooling system.



LIKE ALL natives, Sterling is adept at running a boat.

places with names like Dead Man's Reef, Set and Be Damned, Gold Rock Creek, Eight Mile Rock and Carrion Crow Settlement. Belchers enjoy this tour most of all, because Sterling knows so many of the off-beat places.

Later he takes them to West End, a small native village. He introduces them to many of the natives and explains their ways of life. He also takes Mrs. Belcher to a native shop, much to her husband's chagrin. Here she buys native handiwork for her hometown friends—hats and pocket-books woven from straw into colorful and flamboyant designs. While she is on her spree, Belcher and Sterling watch in the background sympathizing with each other about their wives' buying habits.

During the week Sterling had many more activities planned for the Belchers. Vacation time went all too quickly for them. And when it was time to leave, their week-long friend took them to the airport to see them off. The Belchers hated to leave Sterling even more than they

hated to leave the Bahamas.

Sound like a fantastic trip? Even more fantastic is the price tag attached. Trip—and Sterling—is one of Northeast Airline's "Sellarama Holiday" package tours. Northeast handled whole works—including transportation, hotel accommodations, food and direct mail campaign for Sterling Laundry—for \$500.

Northeast and Sterling Laundry Company set up 60-day sales incentive program for laundry drivers. Direct mail items such as a bag of Florida sand and a package of sun-tan oil added to overall success of contest.

Belcher's hard hitting salesmanship netted his company a 20% gain in new business in 12 weeks. This topped all other salesmen and earned the trip for himself and his wife.

And Sterling's increase in sales during the contest more than covered the cost of the trip. Even more valuable than the economic advantage to the company was the goodwill generated among salesmen. ♦

TWO MEN console each other while Mrs. Belcher goes hat-happy.



MAN FRIDAY arrives with towels for the tired swimmers.



Incentive Trips Help Facit Break into U.S. Market

Facit, subsidiary of foreign office equipment manufacturer, sees six big benefits for its new incentive program. It is going to Havana and, theoretically, each of its 600 dealers can win a trip. Tells changes it plans after two successful incentive programs.

By Karl A. Siewert
President, Facit, Inc.

FACIT, INC., as American subsidiary of a Swedish firm, AB Atvidabergs Industrier, one of the world's largest manufacturers in the office equipment field, has had to initiate vigorous and original advertising, publicity and promotion programs to attain the recognition it has achieved in the United States.

One of our first actions to introduce Facit products to United States clients was to concentrate directly on dealers and distributors. Headquarters were established in New York City with branch offices in San Francisco and Chicago. The 600-odd dealers all over the country, who now represent Facit, Inc., are serviced by full-time sales inspectors stationed at strategic points.

Undoubtedly, one of the important contributing factors in building up our nationwide dealer network to its present strength and solidarity has been initiation of our travel incentive programs.

We undertook our first incentive travel program in March, 1957. Four 10-day holiday trips to Sweden, for

the dealer and his wife, plus week-end tours to New York City or San Francisco and other prizes were awarded to the winners. Facit "Olympics," as this contest was called, in addition to stimulating sales, was aimed at building even closer, stronger ties with our dealers by familiarizing them with the company's entire organization here and abroad.

This contest was judged on a month-to-month basis, with individuals' sales quotas measured against past performance and improvement records, general buying power potential for each area covered and other criteria.

All dealers or distributors, regardless of size or territory, had an equal chance to win. Contest rules placed entrants into three separate divisions; larger volume dealers competed with others of the same size, and smaller firms with those in their class. In effect, this represented three contests in one, with a group of prize winners in each category.

To make the Olympics even more interesting and exciting, Facit awarded first, second and third prizes at the contest's half-way mark in June to leaders in all three categories. It cov-

ered the first three months of the event, based on sales results tallied to that point.

To further sustain interest, following initial enthusiasm of the official announcement, special monthly "gold medal" plaques were awarded to leading dealers or distributors in each of the three divisions for outstanding sales performances scored during the month just completed.

Facit Olympics proved so successful and received such acclaim from our dealers, it was not a difficult decision to determine that we would follow up with another travel incentive program.

Our second travel incentive pro-



gram, Facit "Space Race," ran from March, 1958, through August and offered Facit dealers the opportunity to win one of 24 all expense paid, six-day trips to Mexico City. This contest, unlike the "Olympics" which was based on wholesale sales, was rated on retail sales achievements during the six months' period. It used the timely theme of space travel and rockets as guideposts in scoring.

According to contest rules in the Space Race competition, in which the country was divided into separate sections, participating dealers competed with others within their own region, to insure equal opportunity for all, including four "launching" areas in the East and two in the West. Three grand prize winners were selected from each territory for sales scores above prescribed "space" quota, as well as one for greatest sales volume.

While in Mexico City, winners visited the newly established sales and executive offices of Facit's Central American Company. Winners also attended special series of classes on selling techniques.

After analysis of our first two incentive programs, we were convinced that travel programs were ideally suited for our organization.

So, the company initiated its third program, Facit "Havana-Rama." In organizing the new contest, we decided that the structure of the program should be changed—former rules altered. To the provocative question: Why change a good thing? Facit has

a simple answer: You change a good thing to make it even better—variation can never hurt!

Under the new Havana-Rama rules, participating dealers merely have to reach their designated quota to win a six-day, all-expense-paid holiday in Havana. Previously, as you probably noted, contest winners were selected on the basis of highest sales record—sales over quota. In addition, we combined the tallying system to include purchases from Facit, Inc., (wholesale) and by selling products to customers (retail). In the Olympics contest, credit was given only for wholesale sales.

Mechanically, the current Havana-Rama program is based on a point-value system. Certain point values are ascribed to each product in Facit's office equipment line. For example, a Facit typewriter may have a point value of 16, while another model of Facit typewriter may have a point value of only 10; an Odhner adding machine, a point value of six; and a Facit calculator, a point value of eight.

Total of points averages to about the net value of the product. Retail point values are higher in proportion, because more emphasis is desired at this level. On particular models, where additional sales are desired, an extra point bonus is tagged on.

In addition to supplying each participant with complete rules, promotional literature, brochures and other helpful materials, we give each man



GEORGE W. HAAG, general sales manager, launches "Facit Space Race" program. Winners topped "space" quota.

an especially prepared tally chart to keep a running record of his progress. In this way, when a dealer sees that he has fallen behind in any month, he can exert more effort in the next period to make up the deficiency.

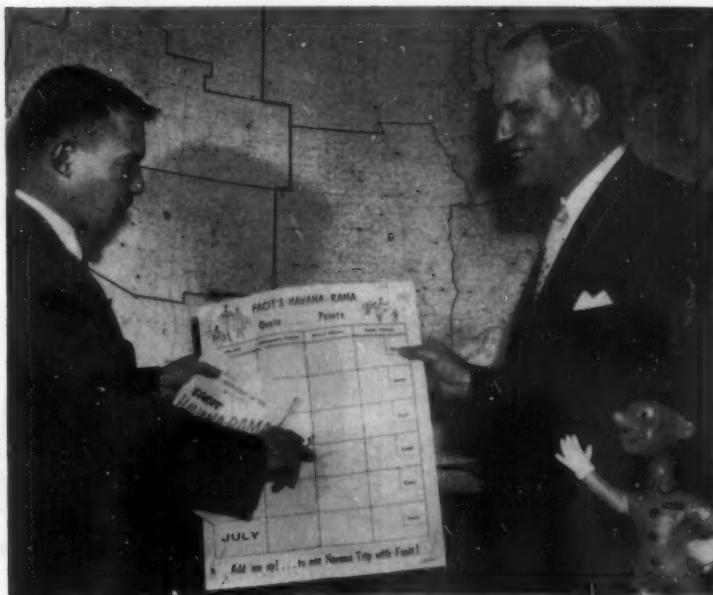
Since Havana-Rama has been only in effect since Feb. 1 (running six months through July 31), one cannot say 'ipso facto' that all our objectives have been attained. However, it is possible to preview several of the benefits that we do believe will evolve from the new contest structure. These include:

1. **Psychological:** The participant, under the new rules of the contest, competes only with his own selling ability—does not have to compete against "fast starters". All he has to do is reach his quota.

2. **Equality:** By the very nature of the new system, it is now theoretically possible for all of Facit's 600 dealers to win. This, in turn, creates another benefit:

3. **Publicity and Advertising:** Unique possibility that all dealers may win provides Facit with powerful interest-arousing copy. It has already added considerable impact to our official announcement and publicity program.

4. **Sustained-Interest:** Since the dealer will be keeping his own record on the tally chart provided by the



KARL A. SIEWERT, Facit president (right), and Albert J. Ackley, advertising manager, discuss how dealers can use tally chart to keep individual scores.



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A COMPLETE CONVENTION WORLD-IN-ITSELF...on its own 400-acre estate bordered by the blue Atlantic...the magnificent new Diplomat Hotel and Country Club offers every business and pleasure facility imaginable for meetings of from 10 to 1,000.

For your conference: a wide choice of flexible, air-conditioned meeting rooms; 550 luxurious guest rooms; your own Country Club with 4 tennis courts, (Fred Perry, pro), and a challenging, 18-hole tournament golf course (Cary Middlecoff, pro); 4 swimming pools; 1,000-foot private beach; yacht basin with deep-sea fishing boats; top entertainment; and the finest food—served in 6 dining areas! All this just minutes from Gulfstream race track, Jai Alai, greyhound racing, and all sightseeing spots.

SPECIAL FACILITIES: Hi-Fi Audio Equipment / Exhibit Areas / Theater Lighting Equipment / Print Shop / All Meeting "Props" / Expert Service Crew / Projectors and Screens / Decorations / Shopping Promenade / Cabana Club / Steam Rooms and Solaria / Complete, Convention-trained Staff.

THE DIPLOMAT east/west

HOTEL AND COUNTRY CLUB

Write today for color brochure and complete information!

IRVING TILLIS, Director of Sales • GEORGE E. FOX, General Manager

THE DIPLOMAT / HOLLYWOOD-BY-THE-SEA / FLORIDA



For complete information write or wire: **LEONARD HICKS, JR. & ASSOCIATES:** Chicago: 505 North Michigan Avenue • MOhawK 4-5100 . . . Teletype: CG 1264 / New York City: 65 West 54th Street • JUDson 6-1575 (Open Sundays) . . . Teletype: NY 1-425 / Washington, D. C.: 1145 19th Street, N.W. • EXecutive 3-6481 . . . Teletype: WA 279 / Detroit: 1701 Cass Avenue • WOODward 2-2700 . . . Teletype: DE 1480

company, he will undoubtedly refer to it many times to "see where he stands." This chart will serve as a constant visual stimulus and help to sustain his interest throughout the contest period.

5. Merchandise: Under the new point-value system, it is possible to give sales emphasis to merchandise that Facit, Inc., desires most to market (higher points to higher-priced merchandise and higher points to retail sales, since this is the present area which the company wishes to emphasize).

6. Sales Discussions: After previous contests we found that winning dealers appreciate the chance to informally exchange sales ideas and techniques. Since it is likely that the number of winners will be larger this time than in previous contests, we shall be able to present new products and programs to a larger group and, at the same time, constructively discuss dealers' suggestions.

Improvement and refinement of previous travel incentive programs is almost as challenging to a company as initiating its first program. Each new contest generates its own unique character. Accepting the challenge to improve, "changing a good thing to make it better," almost always means progress, more profits and greater satisfaction. Equally important, constant challenge to improve keeps the company and its management alert and responsive to contemporary business and consumer needs.

And speaking of challenges, we had just completed final developments of our Havana-Rama program, when the Cuban revolution made headline news.

Havana was selected as "incentive city" in our Havana-Rama contest for a number of easily determined reasons: It conjures up visions of glamour and excitement; it has a sun-drenched climate; it is gay and colorful. And it is close to the United States and transportation presents no complex problems.

Since our present program has been designed to culminate in trips to Ha-

vana, naturally we have been closely following developments in Cuba. According to all reports we have received, including those of our program agent, The E. F. MacDonald Company, the new Cuban government has already announced its eagerness to receive visitors and tourists in its traditionally hospitable way.

It is reported that almost no further overt civil strife exists in the capital city, and that Havana is very quickly "normalizing" all of its activities. We

at Facit feel quite confident that the country will be peacefully settled by the time the contest period is over.

We shall, of course, immediately alter our destination plans, should Cuba in any way prove to be unstable or dangerous, during or at the end of the contest period.

As I see it, Havana-Rama should prove to be Facit's most successful travel incentive contest of them all. And I am equally convinced that our next program will be even better. ♦

This time . . . Meet amidst splendor



IN PICTURESQUE SANTA FE

Meet at the center of the "most interesting hundred mile square in America" and enjoy the matchless accommodations of one of the world's most charming hotels. La Fonda provides a unique background

for memorable meetings. Meeting rooms, banquet facilities, ideal year 'round climate. Available for meetings of up to 300 from after Labor Day to June 30, for smaller conferences year 'round.



FURNACE CREEK INN

IN DRAMATIC DEATH VALLEY

Meet in the midst of scenic wonders—in an atmosphere both relaxed and luxurious. Unsurpassed recreational facilities, including swimming pool, tennis courts, nine-hole golf course, horseback riding

and sightseeing trips. Furnace Creek Inn can accommodate groups up to 175 during November, December and January. Smaller conferences November 1 to May 1.

DISTINGUISHED ACCOMMODATIONS AMID SCENIC SPLENDOR

La Fonda, Santa Fe, N. M. Accommodations for groups up to 300 after Labor Day to June 30. Write Manager, W. W. Wallace. Phone: Yucca 2-5511, Teletype: SANTA FE, N. M. 5961.

Alvarado Hotel, Albuquerque, N. M. Accommodations for groups up to 150 all year. Write Manager, Raymond W. Williams. Phone: CHapel 7-0711, Teletype: AQ 62.

Furnace Creek Inn, Death Valley National Monument, California. Accommodations for groups up to 175 November 1 to May 1. Write Manager,

Fred W. Witteborg, or Fred Harvey Reservations Office, 530 W. 6th Street, Los Angeles 14, California. Phone: MADison 7-8048, Teletype: LA 1465.

El Tovar Hotel, Bright Angel Lodge, Grand Canyon National Park, Arizona. Accommodations for groups up to 200 October 1 to April 30. Write Grand Canyon Resv. Office, Phone: Grand Canyon 181, Teletype: GRAND CANYON ARIZ 3723.

Or Contact: Monte S. Gordon, Fred Harvey, 530 W. 6th Street, Los Angeles, Calif. Phone: MADison 7-8048, Teletype: LA 1465.



For a List of Events

Want dates and places for all conventions and trade shows in U. S. and Canada? See page 10.



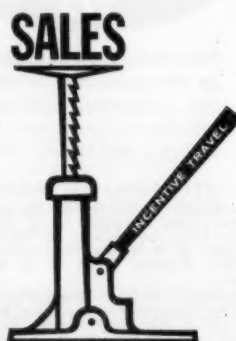
Scott Gives Winners Their Choice

First incentive travel program for Scott Paper offers winners first-class travel tickets plus expense money. Winners have choice of areas, hotels, sightseeing and entertainment. Contest helped Scott rack up record sales for final quarter of '58.

MASS TRANSPORTATION problems do not have to be a part of a successful incentive travel award campaign. Scott Paper Company, Chester, Pa., found that individual treatment can make travel awards especially attractive.

Marking the first time travel incentives have been offered Scott's retail sales organization, "Holiday Carnival Contest" helped to rack up record sales for the final quarter of 1958.

With specific sales objectives in mind, Scott sought a flexible format of prizes for its nationwide sales organization. Ideas solicited from a



number of different men in the field helped to develop contest rules; only

then were prizes discussed.

Everything pointed to travel as the appropriate incentive. The contest permitted winners to choose their own trip featuring skiing or swimming, and offered resorts in both eastern and western parts of the country. Scott's program had universal appeal and enabled specific budgeting of costs.

After the contest was firmed up, Scott called in Travel Consultants, Inc., to help to publicize the contest within the sales organization. Promotion plans for the diversified trips presented problems which would have

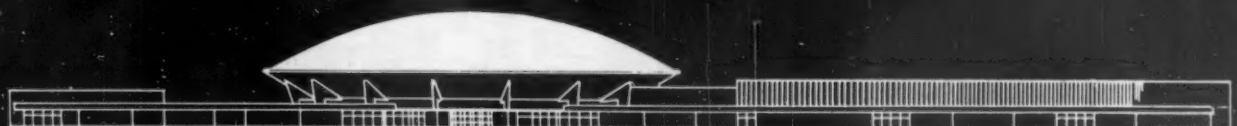
We are proud to announce...

*... the official opening
of the
World's Great new
Convention Center
March 31, 1959
Las Vegas, Nevada*



To date 17 national organizations and dozens of regional groups with more than 100,000 delegates have already confirmed . . . this is concrete proof the versatile Las Vegas Convention Center offers complete facilities for all types of organizations. A cross section of conventions include:

WORLD CONGRESS OF FLIGHT • AMERICAN MINING CONGRESS
NATIONAL COUNCIL OF CATHOLIC WOMEN • OPTIMIST INTERNATIONAL
NATIONAL ELECTRICAL CONTRACTORS ASSOC. • NATIONAL HORSE SHOW



LAS VEGAS CONVENTION CENTER

For additional information, contact Desmond Kelly, Convention Manager,
Las Vegas Convention Center
1030 South 3rd Street
Las Vegas, Nevada

**A whole new world
for your
convention**

Eden Roc

**ALL THIS IS YOURS...
FOR A PERFECT CONVENTION!**

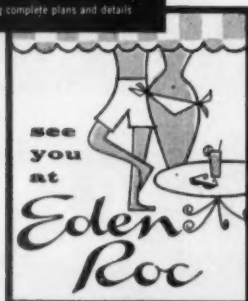
- 14 meeting rooms or combinations...
to seat any size meeting from 24 to 1600!
- Monitored air-conditioning
- Modern lighting and sound equipment
- Outstanding cuisine...
served from an ultra-modern kitchen,
strategically placed to serve every
banquet with maximum expediency
- Underground parking garage
- Yacht anchorage on protected Indian Creek
- 30,000 square feet of drive-in
exhibit space at reasonable rates

ALL THIS — PLUS:

- Olympic pool and private ocean beach
- Over a hundred luxury cabanas
with individual bathrooms
- Magnificent covered outdoor pavilion for
dining and dancing, outdoor meetings
- Three delightfully different
dining rooms to suit your every mood
- Informal gaiety and dancing in
Harry's American Bar—Garden Cafe
- Fabulous entertainment nightly
in the unparalleled Cafe Pompeii

BILL POLLARD, Director of Sales
JEAN S. SUITS, Managing Director

**SEND NOW FOR COMPLETE
CONVENTION BROCHURE...**
Blueprinting complete plans and details



CABANA AREA ideal for outdoor buffets, cocktail parties and water shows.



MONA LISA ROOM—this beautiful room comfortably accommodates banquets up to 500 people.



POMPEIAN ROOM—Accommodating banquets of 1200 and business sessions of 1600 people. Four tiers assure all in attendance perfect view of the speaker's table.



30,000 square feet of **DRIVE-IN EXHIBIT SPACE** at reasonable rates. This area does not alter the availability of any of the 14 Major Meeting rooms.

New York: LONGacre 5-6225 • Chicago: WHitehall 4-7568
OCEANFRONT, 46th to 47th STREETS, MIAMI BEACH, FLORIDA

SALES MEETINGS/Part II SALES MANAGEMENT

taken many hours without the help of outside travel specialists. Taking advantage of the unique personal appeal through which winners could select their own trips and departure dates, Travel Consultants, Inc., prepared a series of individualized mailings.

Six different mailing pieces were sent to the home of each Scott salesman, district manager and division manager. Different prize trips available at each level were distinctively featured, including attractions for wives who were included in all trips.

Highlight of the promotional series was a personalized itinerary brochure colorfully bound in acetate and mailed in a gay envelope that no wife could resist opening. Each salesman's name was on the cover sheet, with a message from Paul Brown, Scott retail sales director, to emphasize that these itineraries had been especially prepared for him.

Itineraries were developed for Hawaii, Sun Valley and Palm Springs in the Western divisions, Miami, Quebec and Jamaica for the others.

Nearly 300 suggested itinerary brochures for internal publicity purposes were prepared with both the sand-and-surf and ski-and-snow trips included for the particular division in which the recipient lived.

The two district managers who placed first went to Jamaica or Hawaii; second place winners chose the same trips offered to salesmen and assistant district managers. Top prize for the two winning divisional managers was one week anywhere on the North American Continent or off-shore islands.

One unusual stimulant created by T.C.I. was a miniature airline bag packed with travel brochures and simulated tickets. Mailed unwrapped with a big address tag declaring "Your Holiday Carnival Ticket Enclosed," it became a topic of conversation throughout the company.

Three other personalized mailings led up to a giant calendar with the final 18 days of the contest circled. Fresh, unusual approach captured the imagination of everyone, according to Scott sales executives.

Another touch of individuality Scott built into its program was the provision for expense money in lieu of planned entertainment. First-class transportation tickets were provided. Winners had a choice of hotel, sight-seeing and other activities.

Expense money arrangement allowed winners to do just what they enjoy. And, by permitting winners to travel at the convenience of their family and the company, personal problems were avoided.

Rules for the Scott contest were as flexibly tailored to needs as the trips. Basis for the awards was both the highest case sales increase over an established base, and highest per cent of sales increase over the base. Identical first place awards were established in both categories; salesmen and assistant district managers who finished second received stated sums of "vacation money" only.

Budgeting was quite simple for such a wide variety of trip awards. Scott devised each trip so that costs were approximately the same in each part of the country. By offering resorts in both East and West, travel

expenses were both reduced and controlled.

In terms of internal publicity and promotion among salesmen, Scott found that the services of incentive travel specialists relieved its own promotion staff of many problems incurred by unusual, one-time projects. This service was complete to the point of an illustrated brochure to announce winners and standings in each district and division.

Scott Paper's Holiday Carnival turned what could have been a travel agent's nightmare into a well-organized campaign featuring the personal element—always effective. ♦



MOST EXCITING CONVENTION AREA IN THE WORLD . . . I

Plan your convention for the one area in the world that has everything. Make Hawaii the prize of your sales incentive program. For here are flawless climate, scenic beauty, and every conceivable facility for fun and down-to-earth business.

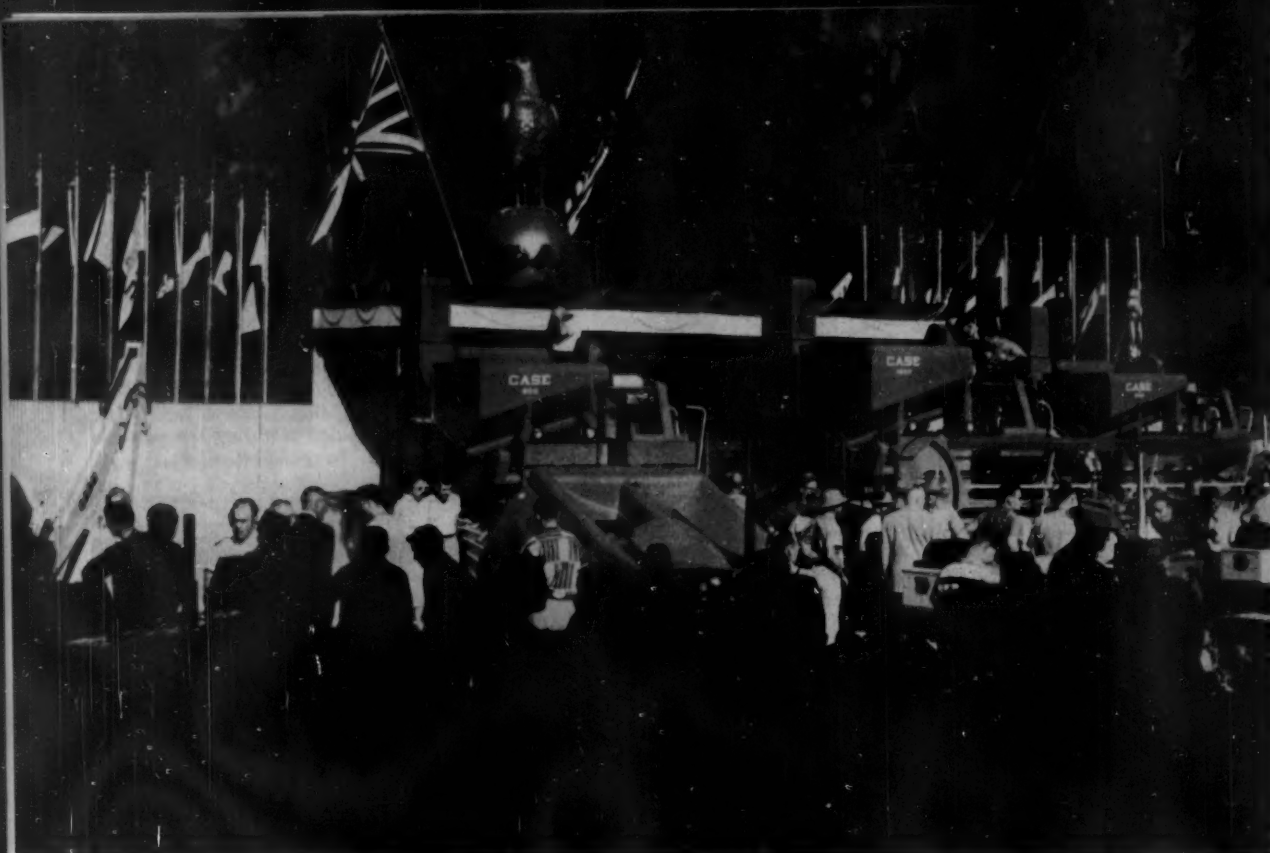
There are convention halls and rooms of rare beauty and efficiency. Exotic food to sample, and no other resort area in America offers such reasonable rates.

For a rousingly successful meeting plan it in Hawaii. Or, if it is in one of the western states, schedule a post-convention tour to these enchanting islands.

For more information about the world's most exciting convention area, write or wire:

HAWAII VISITORS BUREAU

2051 Kalakaua Ave., Honolulu, Hawaii
618 Wrigley Bldg., Chicago, Illinois
212 Stockton St., San Francisco, California



CASE MACHINES exhibited in cleared forest area adjoining hotel. Five-acre arena was complete with grandstand.

Case Writes \$375 Million in Nassau

Dealers on incentive trip order almost 50% more tractors and machinery than company sold all last year. Incentive travel is company's major marketing tool. Mystery trip planned for '59.

RECENT J. I. Case junket to Nassau had as many facets as a well cut diamond. It was an incentive award for quota-reaching Case dealers and a reward for their hard working salesmen. Trip gave new and part-time Case dealers a "peek" at the advantages of the Case franchise and gave hard-headed New York financiers and stock brokers a first-hand look at how investors' money is being spent — far from the hustle and bustle of Wall Street. Officials of the rejuvenated Racine, Wis.-based manufacturer of farm and earth moving equipment didn't stop there!

Daily business sessions gave Case officials a chance to review 1958 and to plug for greater dealer cooperation in 1959 in the relaxing atmosphere of

sunny Nassau. Most important of all, open-air unveiling of Case's new line of farm and earth-moving equipment resulted in advance orders of \$350 million—enabling Case to schedule its



1959 production with pinpoint accuracy.

Like an experienced diamond cutter, Assistant to the President Cole Morrow relied heavily on minutely detailed plans. A confirmed do-it-yourselfer, Morrow arranged for the biggest civilian airlift in history to transport 6,000 dealers and wives and others to the Emerald Beach Hotel in Nassau for a five-day stay. Groups of 500 each were flown in and out with clock-work precision from Nov. 18 to Jan. 20 — with a break for the Christmas holidays.

To ease travel problems within the U. S., Morrow arranged for 46 departure cities. United Air Lines, which handled 60% of the load, sent its own ground crews to Nassau to

IN DOWNTOWN MIAMI...

**CONVENTION
FACILITIES**

?

.....WHICH WILL IT BE?...

**VACATION
FACILITIES**

?

THE
NEW *Everglades* **HAS BOTH!**

NOW — The Perfect Convention Hotel! . . . a-glisten with \$3,500,000 worth of sparkling improvements and additions. Wonderful between-meetings play, superlative convention facilities . . . all in the convenient, business-like atmosphere of downtown Miami, right on U.S. 1.

THE NEW *Everglades*
OVERLOOKING BISCAYNE BAY

BISCAYNE BOULEVARD • 2nd to 3rd STREETS • MIAMI, FLORIDA

MARCH 20, 1959

**Largest Auditorium in any
Miami Hotel... Capacity 2000**

**Plus 10 other meeting rooms,
accommodating 25 to 500 each.**

- 4 RESTAURANTS . . .
from a snack to a feast!
- 4 COCKTAIL LOUNGES!
- ROOFTOP SWIMMING POOL SUN-AND-
PLAY-DECK AND GARDENS!
- SPACIOUS OUTSIDE GUEST ROOMS!
- PARKING FOR 500 CARS ON PREMISES!
- AIR-CONDITIONED
AND HEATED
THROUGHOUT—
Individual Room
Controls!
- Let Our Sales
Director
tell you what
can be done for
your group





CONVERTED LST's transport \$5-million equipment from mainland to Nassau.

handle the planes. (Other 40% was divided among Eastern, TWA, Pan AM, National, Northwest and Delta.) In cities where there are no customs stations, Case arranged with the Government to provide customs guards to inspect baggage on-the-spot, eliminating the need to feed the plane loads of travelers into central arrival and take-off points.

Case had small private planes for emergencies. Unscheduled departures because of business or illness could be handled on the spot by Morrow and his staff. Company photographer—complete with well-equipped darkroom—was flown in from the mainland.

Biggest problem was transporting over \$5-million worth of new equipment from the mainland to Nassau—which had inadequate docking facilities. Company gathered the heavy equipment together in Miami and then hired converted LST's to take it over to Nassau. LST's, used during the war for beach landings, carried the equipment right onto the beach where Case personnel, who sailed with the equipment, were able to drive it away. First equipment landed was Case's new line of construction machines. Drivers went right to work clearing the beach for the farm equipment slated to arrive later.

Same machines were pressed into use to clear a small forest adjoining the Emerald Beach Hotel. Coral rock and virgin undergrowth were cut

away to form a five-acre arena. Especially designed aluminum grandstand was put together by Case workers after being transported by the LST's from Miami. Covered grandstand could seat 500 in individual aluminum chairs.

Site of the 1959 meeting was a well guarded secret until two months before departure. Dealers knew only that the trip was bigger and better than 1958's meeting in Phoenix, Ariz., when Case feted 4,400 at a two-and-a-half-day showing of new equipment. (At that meeting, Case sold \$150-million worth of new equipment to the dealers—out of a total 1958 volume of \$177.8 million.)

Case's own divisional managers knew nothing of the site until July when they met in Nassau. They returned home and held meetings with their salesmen whose job it was to excite dealers about the trip—without disclosing the site.

Dealers could qualify for the trip in three different ways. A dealer who doubled his 1957 volume during the year received an "Eagle Award" and automatically became eligible for a trip for himself and his wife. Dealers whose sales totaled \$25,000 net and \$32,500 retail during the last quarter were also eligible. Controls on both net and retail sales figures eliminated price cutting at the dealer level. And, by basing trips on actual retail sales, Case solved the perennial dealer-loading problem and brought dealers to Nassau in a buying mood.

Not one to discourage prospective

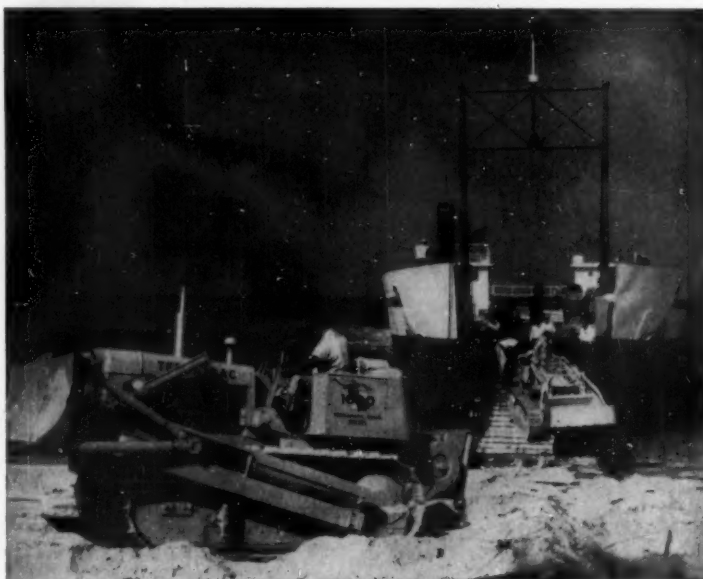
Bloody Invasion!

All the excitement of the Case trip wasn't limited to its guests. A doughty retired English major was taking his usual pre-breakfast stroll along the beach when he spotted Case's LST's offshore. He watched curiously as the LST's landed. When the front of the boats opened and huge equipment started to rumble onto the beach, the major didn't take time to read the insignias on the tractors. He stopped watching and started running.

Arriving at the Emerald Beach Hotel, he gasped out an alarm. "Call the Governor! The bloody island is being invaded!"

customers, Case offered to sell trips to the few dealers who didn't qualify in the other two categories. Trips, worth \$350, could be purchased for \$125 per person from Case.

Most trips were won by the dealers—with some dealers winning as many as 20 trips. Because they could not be given away or sold to outsiders, dealers were encouraged to award trips to their own salesmen and other personnel.



CONSTRUCTION MACHINES land first. Personnel, who sailed with equipment, go right to work to clear the beach for farm equipment slated to arrive soon.

Of the dealers who qualified for the trip, 50% sold Case products exclusively and 75% of remaining dealers sold Case predominately. Recently signed dealers, at the premiere to start their inventory, accounted for the rest.

Other guests included three plane loads of financial men — bankers and stock brokers — flown in from New York City at Case's expense. Public relations effort came on the tail end of a \$20-million debenture offering underwritten by New York investment banking firms.

Master program was worked out and used for all groups. Cooperation of airlines and Emerald Beach staff made it possible to keep groups of 500 coming and going in a continuous stream, except for scheduled lull during the Holidays. As first group was checking out and boarding planes for home, second group was arriving.

Guests stopped for drinks at the airport, giving airline personnel time to clear their baggage and start it on its way to the hotel. Busy hotel employees took advantage of the time to ready hotel rooms and deliver baggage.

First activity scheduled on arrival day was a "Bahamian" cocktail party, complete with calypso music, starting at 7 PM. Afternoon was free to give dealers time to rest after their trip. Marc B. Rojzman, Case president, welcomed the group at the evening banquet and formally presented the Eagle Awards — gold trophies featuring an eagle seated atop the "world."

Second day was strictly "fun" day. After an early (7 to 8 AM) breakfast, men and women had their choice of a deep-sea fishing expedition, a motor excursion or swimming, tennis and shuffleboard. Special "Case Beach Club," set up midway between the swimming pool and the ocean, served refreshments to the stay-at-homes.

Both fishing and motor trips were scheduled in the morning and afternoon so dealers could go on either or both. Fishing was limited to the men. Case provided a photographer to take pictures of the dealers and their catch as they docked. Schedule was set up so that everyone met at the hotel for lunch.

Dinner and cocktails on the second evening were "on the beach." Emerald Beach provided a huge barbecue beach dinner complete with native music and an all-native show. Scheduled activities were over by 10 PM each evening.

Third and fourth days were combination work-and-play days. After another early breakfast Case's product show got underway by 8 AM, on the third day, in the outdoor arena. Total

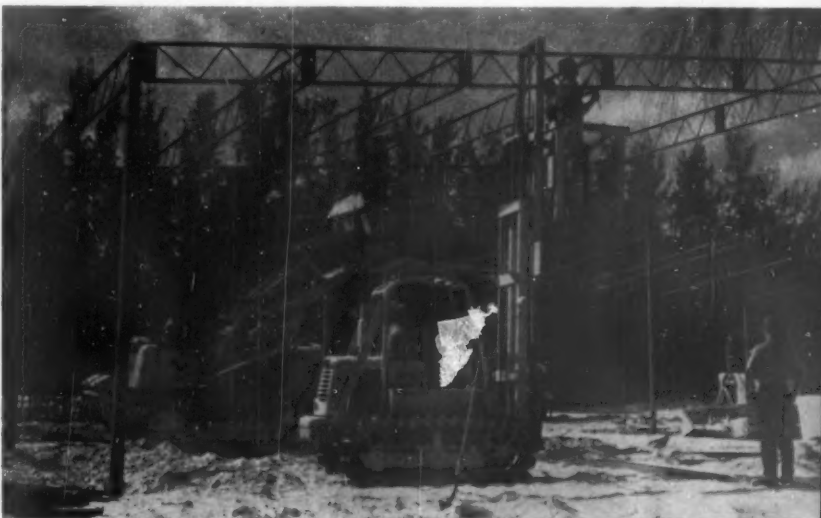


MARC B. ROJTMAN, Case president, shows ease of handling big equipment.

of 32 new machines were unveiled during the two-hour show. Drivers rode the machines into the arena and put them through their paces while the announcer pointed out their sales features. Half-hour was scheduled for product inspection and refreshments.

Wives were invited to both the show and business session which followed. At the theatre, dealers and

their wives were entertained by native music and heard a calypso tune, composed for the occasion by Frank Gallagher, entertainment director at the Emerald Beach. At the business session, Leonard Owen, advertising manager, disclosed Case's advertising plans for '59 and asked dealers to get on the bandwagon. Big problem with Case is getting dealers to join in



PORTABLE GRANDSTAND is erected to seat 500 in individual aluminum chairs.



THE E. F. MAC DONALD COMPANY

Travel Group

NAME *YOUR STAR SALESMAN*

ADDRESS *ANYPLACE*

CITY *U.S.A.*

INCENTIVE TRAVELER / HANDLE WITH EFM CARE

WINNERS EXPECT your company to command preferred guest treatment; they will not laugh off those mis-adventures so common to personal travel. That's just one reason why it pays to put your company's reputation in the hands of the world's leading sales incentive specialists. EFM travel plans get results because they are complete and pre-tested. From the first campaign mailing to the last flattering special attention, they assure enthusiastic participation, worry-free travel and extra goodwill-dividends from your campaign.

For prompt recommendations and cost estimates, contact your nearest EFM representative. No obligation, of course. Or check the services that interest you... clip this advertisement to your letterhead and mail to The E. F. MacDonald Co., Dayton 1, Ohio.

COMPLETE TRAVEL INCENTIVE, SALES MEETING AND CONVENTION SERVICE

THEME—Your objectives will be dramatized with to-the-point themes and a complete, well-organized plan or meeting agenda.

PROMOTION—EFM writers and artists know how to create excitement among salesmen and their wives. Complete facilities for producing and handling mailings are available.

TRAVEL ARRANGEMENTS—The world's largest and most specialized industrial travel agency smoothly handles your transportation and accommodation problems. Your cost is no more than usual rates. EFM, as a licensed Travel Agency, collects agency commissions from carriers and hotels.

MERCHANDISE PRIZES—To reward stay-at-homes and put an incentive within every man's reach, EFM offers hundreds of nationally advertised products in its full-color merchandise catalog.

ENTERTAINMENT AND PARTIES—Forget the usual "cocktail party"! EFM creates unusual social activities with make-believe journeys such as "NIGHT IN PARIS" (every man a mustachioed bon vivant!), "CASINO NIGHT" (gambling fun with no fear of losing!), "LET'S GO NATIVE" (island fun, food, costumes!).

SCRIPTS AND VISUAL AIDS—EFM service includes competent assistance in preparing executive speeches, photographic presentations on slides or strip films, charts, skits, song parodies. You save days normally spent contacting a myriad of individual sources.

PROFESSIONAL STAGING AND PRODUCTION—Trained EFM personnel will coach speakers, conduct rehearsals, handle direction, lighting, time-tabling and other production problems.

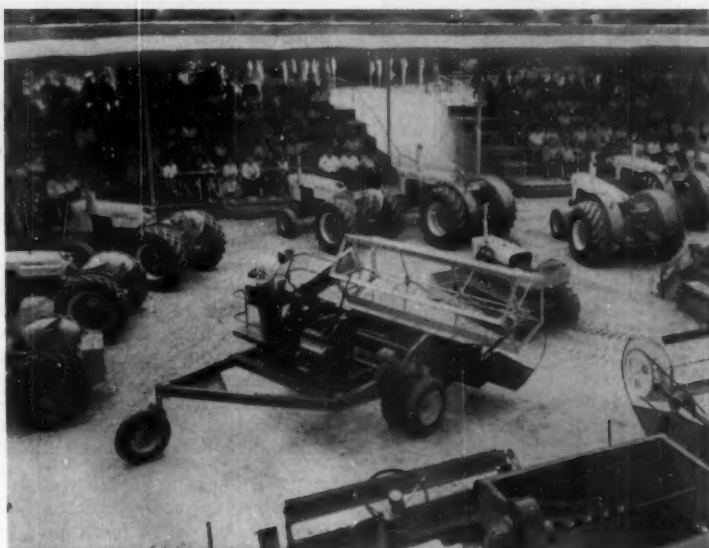


The E. F. MacDonald Company*

WORLD-WIDE SALES INCENTIVE SERVICE

*New corporate name for Cappel, MacDonald & Company, Belnap & Thompson, Inc., Ross Coles & Co., Inc.

DAYTON, OHIO, Atlanta, Chicago, Cincinnati, Cleveland, Dallas, Detroit, Fort Wayne, Grand Rapids, Houston, Kansas City, Los Angeles, Minneapolis, New York, Oklahoma City, Omaha, Oshkosh, Philadelphia, Pittsburgh, Rochester, San Francisco, St. Louis, Toledo, Washington... Montreal, Toronto... Brussels, Frankfurt, The Hague.



DEALERS SEE 32 new machines unveiled at two-hour preview-exhibition.

cooperative advertising. Goal is for each dealer to spend .5% of his gross for cooperative ads. (Last year two-thirds of dealers spent nothing while rest anted up \$49,000 all year.) This year's plans call for four-page, three-color inserts in regional construction magazines every month, plus a national advertising program in national magazines.

After lunch everyone was free to try out the hotel's recreation facilities. Original plans called for President Rojzman to entertain Eagle Award winners and their wives aboard his yacht, "Robinson Crusoe." Yacht, however, was damaged in a collision with a sailboat before the meeting got underway and was never used. Dinner and cocktails were served that evening inside the hotel.

Business session for men only started at 8 AM on the fourth day. For Case it was payoff day—when dealers would place their 1959 orders for new machines. Six-hour boat excursion trip and picnic were arranged for the ladies. For the stay-at-homes there were the usual beach games and swimming.

Business session lasted from 8 AM until 4 PM with an hour break for lunch. Usual dinner and cocktails finished up guest's last full day on the island.

Departure day was another work day for the men. Business session started at 8 AM and ran until 11:45. Ladies had their choice of a shopping trip into town or a fashion show staged by the Emerald Beach. Tight schedule allowed everyone 45 minutes to finish packing luggage and to dress for the plane trip home. Good-

byes were said at the "farewell luncheon" and guests began to leave for the airport by 2 PM. Busy hotel staff scurried about preparing for the next batch—already arriving at the airport.

Five hundred guests on a busy and exact schedule can play havoc with normal hotel operations. If special provisions aren't made beforehand, guests can have the hotel staff looking like a three ring circus.

Emerald Beach officials realized this when they agreed to accommodate the J. I. Case convention. Officials made an extra effort to solve any problems which might arise before the convention group descended on the hotel.

Most of the special problems revolved, naturally, around food. From the inception of the Case movement, company officials had repeatedly stated that meal service had to be speedy and confined to the Case schedule of activities.

This in itself posed a serious problem because the Bahamian staff is endowed with graceful but slow movement. Staff was briefed frequently to get the message across — speed was essential. Waiters were accustomed to French style service and the transition to volume feeding posed additional personnel instruction problems.

Along with the 500 Case dealers, some 50 to 100 other guests were relying on the main kitchen for food service. This meant hotel had to sectionalize range and pantry to provide separate service for the two groups. Regular guests were then not inconvenienced by convention group and could have the run of the menu.

Mechanical failure of aircraft is

HOW ABOUT HOLDING YOUR MEETING IN BERMUDA?



Here's the ideal island setting for successful sales meetings, small conventions and directors' sessions . . . beautiful scenery, comfortable climate, fewest interruptions. Bermuda's only hours away from major cities in the United States and Canada. Just 3 hours by air from New York, daily flights by trans-Atlantic airliners. A week-end away by luxurious ocean liner, sailings weekly.

Recreation facilities are superb . . . for golf, tennis, fishing, swimming . . . for sightseeing and duty-free shopping too.



Restaurants are excellent. Famous hotels have dancing and nightly entertainment. Bermuda is well experienced in expertly taking care of all the requirements of small or large groups. Rates are reasonable.

FREE New 24-page booklet, "Bermuda . . . Headquarters for Memorable Meetings and Conventions." Write for it today to: The Bermuda Conference Service (Room 319) 620 Fifth Ave., New York 20, N.Y.

always a possibility. Hotel, therefore, has to be prepared to provide extra meals on check-out days in case guests are delayed. Another common mishap occurs when flights are late on check-in days. They may be late enough to cause dealers to miss meal hour. Hotel then has to prepare box lunches.

Most of the Case dealers came from farm communities so were used to early breakfasts. In order to satisfy them, dining room and kitchen help would have to work from early morning until late at night. This presented a difficult problem at the beginning of the convention. Later, a breakfast bar was set up. This sustained the early risers until the regular breakfast hour.

With the extra 1,500 or so meals

per day to be served, a supply problem resulted since meats and vegetables must come into Nassau through the U. S. Quantities of food could not be stored for even short periods because refrigeration is at a premium. Hotel officials sweated it out a couple of times when freight boats between Florida and Nassau were delayed due to heavy weather.

To facilitate baggage handling, hotel officials had to be sure to assign rooms for an incoming group only after the previous group checked out. This meant working with color designations on the key rack. All guests were pre-registered. Hotel had about two hours between baggage leaving one room and new dealers checking in. Even with this workable plan,

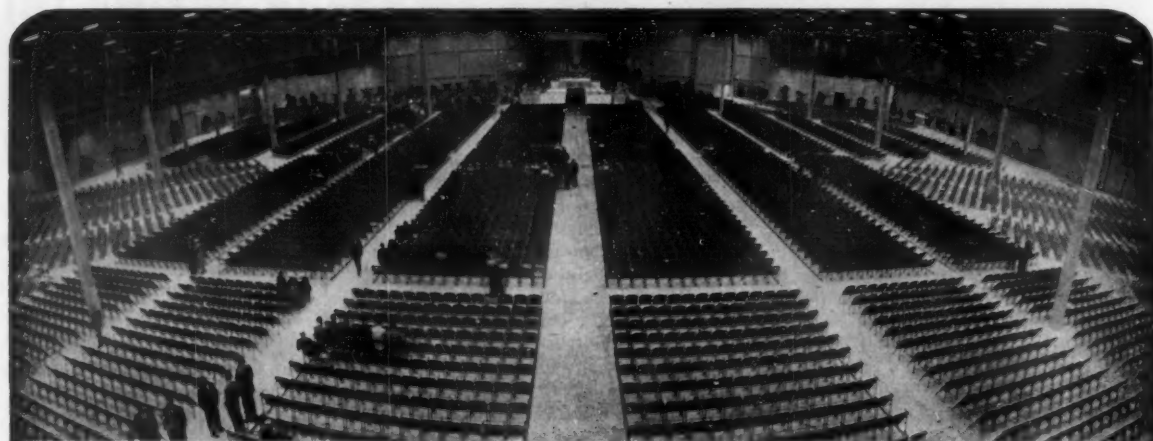
pressure was put on the housekeeping department.

J. I. Case paid all bills with the exception of incidental accounts. To collect these incidentals, hotel instituted a system of checking and paging at departure any individual guest who had not paid.

Convention came off with nary a hitch in service—all because of beforehand planning.

Company puts the cost of the mammoth meeting at \$1,025,000, or less than one-half of 1% of total orders placed by dealers. Rough breakdown shows \$600,000 spent at the hotel and \$425,000 on air travel.

Company officials, who had predicted only a small increase over the \$150 million in orders placed at Case's



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Director Convention Bureau

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Magic Bag Handling

Quite a few wags among the guests attributed the near-perfect record in baggage handling to a magician. Magician, an entertainer at the Emerald Beach, was pressed into part-time service as baggage checker on arrival and departure days.

Colored baggage tags and wide-awake cooperation between hotel staff and the airlines made the baggage feat possible, says Emerald Beach manager.

Only one bag was misplaced during the entire trip—and that through no fault of the hotel. When one of the dealers decided to switch rooms with his buddy, he forgot to tell the hotel. Bellboys put his bag in his assigned room. Investigation soon turned up the bag—with no help, this time, from the magician.

first meeting in Phoenix, are planning bigger and better things for 1960. New plan, just announced, calls for another "mystery" site and a "\$1,000 Holiday Vacation Program." Trip, available to Case dealers, their salesmen and wives, is described as a "vacation for a millionaire."

New plan has a few innovations. As usual winners of the Eagle Award—given to those dealers who double their retail sales over last year or who exceed last year's sales by \$250,000—will receive two tickets for the trip.

This year dealer salesmen who sell \$150,000 of Case products during '59, each will receive one ticket for the trip. Retail sales credits will be based on increments of \$1,000. For each \$1,000 worth of equipment sold, a salesman will receive one stamp to be pasted in a special book provided by Case. At the end of the fiscal year, October 31, 1959, book will be turned in to Case for credit towards a trip ticket. Partial tickets can be converted to full tickets by paying the difference in cash between the amount earned and the established \$500 value of each ticket.

In order for a salesman to take his wife on the trip, he must sell, as part of his retail volume, a minimum of 12 tractors during the year. As each tractor is sold and credited to the



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Herbert H. Robins, Executive Director

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the CARILLON • OCEANFRONT, 68th TO 69th STREETS, MIAMI BEACH 41, FLORIDA

salesman, a special "Wives' Seal" will be mailed directly to the wife of the salesman. She has a special section of her husband's stamp book set aside for her stamps. Those who don't make the tractor quota must pay the difference in cash in order to take their wives along. All wives who plan to participate in the program must register with the company in advance.

Separate section of the program enables dealer management to win trips. Case defines management as "active officers, partners, sales managers, service managers and their wives" for the contest. One-quarter of 1% of the dealer's total wholesale or retail volume in new Case machines and service parts, whichever is higher, will be credited towards management tickets for the trip. Participants must indicate in advance whether they will compete for the trip under the management program or

the salesmen's program. They may not participate under both. Again, partial tickets can be converted into full tickets by cash payments.

Case management is looking forward to even better 1960 results and is already hard at work on promotion. In evaluating results of this year's efforts, President Rojzman says, "It establishes a closer relationship with dealers. It allows us to show our complete line to our dealers in the shortest possible time. It establishes a high esprit de corps. Regular yearly program is designed to do a complete merchandising job for Case. As a result of this incentive annual world premiere, we are able to schedule our entire year's production. It takes all the guesswork out of planning. We don't consider this incentive program as a cost because, actually, the savings we make in manufacturing costs alone more than pay for it." ♦



"Nickles here has a wonderful idea for our next sales convention that he got from a flippant, sarcastic remark made by his wife."

MARCH 20, 1959

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Complete freedom from distractions in a 2000-acre foothill estate, only an hour from Los Angeles. One of America's most luxurious resorts. 2 swimming pools, golf nearby, tennis, etc. Various meeting rooms, including theatre. Accommodations for 300. Open all year. European Plan Rates. Natural Spring Caves and masseurs!

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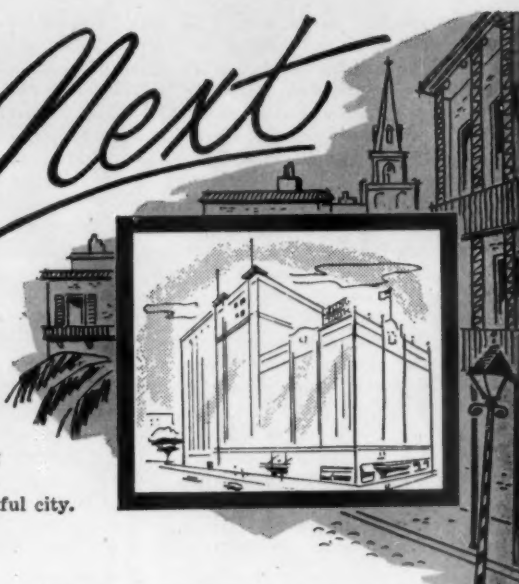
New Orleans

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The incomparable Jung ... largest and finest convention hotel in the South. 1100 guest rooms, 10 outstanding meeting rooms including the Tulane Room (stage, service elevator). Delightful guest rooms and service in America's most colorful city.

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Green Room	200	250
Tulane and Green Room	1,200	1,650
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Map Room	60	75
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Rouge Rooms	80	100
Audubon Room	40	50
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FRANCE

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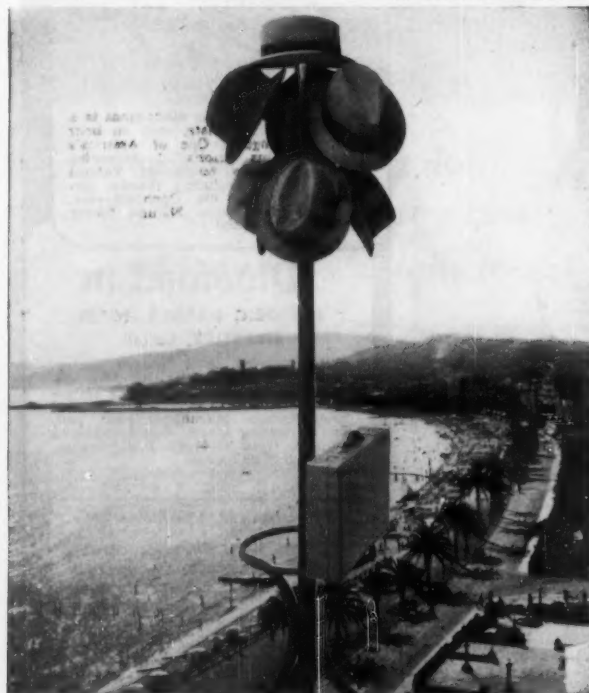
There are many good reasons why American business leaders are selecting France for their next convention or group meeting. Most important is the special enthusiasm, excitement, and lift that spark any meeting in France.

Firestone, Prudential, Arma-Bosch, The Flight Safety Foundation, and the Illinois Road Builders Association are just a few of the leaders who have chosen France this year as their convention site, sales-incentive goal, or employee-vacation headquarters.

France is only a short overnight trip by air ... a "long weekend" by sea. Steamship lines offer one free passage for every 20 persons in a group; airlines will carry one in fifteen free. Or, you can charter a plane and save up to 40%.

Once in France, your convention hall and facilities are FREE. You get SPECIAL GROUP RATES in hotels and restaurants. And no matter which great resort you choose—Cannes on the glamorous Riviera, Deauville on the fashionable Normandy coast, or Evian on lovely Lac Leman—you get V.I.P. treatment every step of the way!

You are among the leaders of American business when you have your convention in France. Yves Kob, Director of the Dept. of Sales Programs and Conventions for the F.G.T.O., will work with you and your Travel Agent to set up the most exciting meeting your company has ever had. Get in touch with him soon!



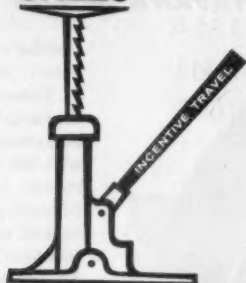
THE FRENCH GOVERNMENT TOURIST OFFICE

610 FIFTH AVENUE • NEW YORK CITY 21, N. Y.



SALES MEETINGS/Part II SALES MANAGEMENT

SALES



Incentive Trends in '59

**Smaller companies using travel as sales incentive this year.
More luxury and fewer incentive trips to factory city are noted.
Graduated trip prizes more popular; entertainment plans bigger.**

By A. E. OSTHOLTHOFF

President, The E. F. MacDonald Travel Company

I BELIEVE it was about a year ago that a sales executive of a large appliance manufacturer on the East Coast said to me: "Travel may be popular today, but mark my word, it's merely a transition phase and within a year will be as dead as the Dodo."

As we of The E. F. MacDonald Travel Company see our service to industry doubling in 1959 — the trips we were privileged to supply industry with to produce sales in 1958 — we are of the opinion that nothing could be farther from the truth. When the editors of Sales Meetings asked us to report trends that had become apparent to us in our daily contacts with sales executives in the building of travel occasions that would help move merchandise, certain factors have been outstanding in 1959 compared with 1958 and previous years. Trends are reported in hopes they may assist sales executives today to evaluate travel incentives as a means to motivate men to greater selling effort.

1. Merchandise prizes continue to dominate: I must report on the first item of these trends that prize programs that feature merchandise are here to stay and are not being replaced by travel. In fact, because of our dual role of prize incentive counselor and travel advisor, we can re-

port that for every travel incentive program sold, eight prize programs are selected. Our travel programs are leaping ahead—but so are prize incentives in direct proportion.

2. Medium-sized companies choose travel: While it is true that large corporations still favor a glamorous trip to a romantic location — to sell merchandise by stimulating their dealers, distributors and factory representatives — we find a marked increase among medium-sized companies — not necessarily leaders in their field — that use travel to assist them to produce plus sales. For every one of the big travel incentive programs we have helped to engineer and conduct, there are several more modest travel occasions worked out for smaller-sized companies.

More and more transportation is being booked for 60 to 100 trip-winning salesmen, dealers or distributors — thus broadening selection of travel sites for these companies. Smaller the groups, greater the variety they can choose from; so we have been able to take over resort areas, occupy entire islands in the Caribbean and do unusual things with these smaller groups that is impossible with the larger, mass movements. Our first trend in '59 is recognition that smaller companies are now employing the power of travel to motivate their men.



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...forums are held at*

Historic Williamsburg

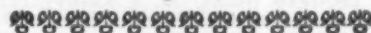
Virginia's restored colonial capital offers an ideal setting for top-flight meetings and conference groups in all seasons. The Williamsburg Inn & Lodge are now joined by a great new modern facility, the Williamsburg Motor House, to provide fine accommodations for groups up to 400 persons.

Conference delegates and their families can combine business with an enjoyable holiday in the eighteenth century city. Tours of the famous historic buildings, craft shops, plantations, gardens, the carriage rides, and complete recreational facilities combine to promote full attendance for meetings at ...

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3. More Luxury Demanded:

There's another growing trend in 1959 and that is to take a trip more luxurious than ever before. To many travel incentive sponsors, it isn't enough to transport their trip winners to a travel site with first-class transportation and then to "put them on their own" to enjoy the location. There is a greater demand for luxurious treatment for their trip winners than ever before.

Normal menus now present a fare like the Ritz, and every step of the way has to be luxury . . . luxury! It's the red carpet up the gangplank to board the plane. It's the champagne and hors d'oeuvres served en-route. It's the brass-band welcome at the airport. It's the pre-tipped bellhop and the bowl of fruit to welcome the guest in his room.

Luxury seems to be the keynote in 1959—turning what would be a normal trip into a never-to-be-forgotten and perhaps never-again experienced occasion. Naturally, these increased demands from sponsoring companies bring into focus the need today for professional, skilled tour directors. These specialists must be capable of arranging the many extras required for today's incentive trips.

4. Fewer trips to factory city:

For a number of years there was a rash of travel incentive programs offered the dealer or distributor salesman. He won a trip to the factory city where he could be shown the internal workings of the factory that produced the product that he bought or sold. In addition to the trip, he met top company officials and was feasted in the factory hometown. These trips, as they were conducted, accomplished their objective, and shortened the gap of understanding between salesmen on the firing line and people back at the factory who planned, designed and produced the product that salesmen sold.

The year 1959 finds that the majority of companies have conducted such a factory-city trip and now are looking for glamorous locations to excite their salesmen in lieu of a trip to the factory hometown.

5. More custom-made entertainment:

Entertainment plays an important part in a successful trip. Where in the past trip winners were content with local entertainment featured by their hotel or resort, today their taste has been developed to the point that they welcome custom-tailored shows and special entertainment productions.

More and more we are creating special parties such as Hawaiian Luau and nights in Paris or Mexico where decorations, costuming, music,

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. . . this is the reputation earned by The Greenbrier through its many generations of serving the every need of the nation's executives, business-wise as well as vacation-wise. At The Greenbrier you'll find all you could wish for and more in modern group accommodations for as many as 1,000. For example, the newly constructed, air-conditioned West Wing features an auditorium with a 42 foot stage, the latest sound and projection equipment, splendid banquet arrangements and a theatre with CinemaScope screen. In addition, The Greenbrier provides unsurpassed sport facilities, extraordinary service, wonderful dining and luxurious comfort.

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\$21 PER DAY, PER PERSON, DOUBLE

Rates Include: a spacious, luxurious room, and The Greenbrier's traditionally fine meals. PLUS: golf course green fees (playable much of the winter) —swimming in magnificent indoor pool—membership in the Old White Club—and gratuities to service personnel.

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Send today for your copy of this beautifully illustrated, 32-page brochure which gives you complete information on all the facilities of The Greenbrier. Write direct to Charles L. Norvell, Director of Sales. Information is also available at The Greenbrier's reservation offices at: New York, 17 East 45th Street, MU 2-4300; Boston, 73 Tremont Street, LA 3-4497; Chicago, 77 West Washington Street, RA 6-0624; Washington, D.C., Investment Building, RE 7-2642.

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95% OF THE NATION'S CONVENTIONS ARE HELD IN CITIES SERVED BY EASTERN



SALES MEETINGS/Part II SALES MANAGEMENT

favors, and food are all designed to create atmosphere and treat guests to a new, never-to-be-forgotten experience.

6. More step-up winnings: In past years, trip sponsors were content to choose just one location and offer that to their dealers, distributor salesmen or representatives. Today, many companies are using a step-up plan where a modest trip is offered for a modest sales achievement. If, however, the salesman exceeds the requirements for the modest trip, he can elect to go to a more glamorous spot.

Additional step-up features are offered which appeal to the top salesman who wants to win the top prize while mediocre salesmen are content to win the first trip offered. Typical of this technique is a Los Angeles trip offered for a certain sales accomplishment. For exceeding the requirements, Hawaii is offered for top salesmen at the completion of the Los Angeles meeting. Those not qualifying return home and top producers go on to Hawaii. For peak performance, a trip to Japan is offered after the Hawaiian fun. Thus, the step-up factor goes to work to stretch a man's performance beyond its normal reaction to a modest travel offer.

7. Resort areas more interested: In the past, some resorts shunned group travel, catering exclusively to individual guests. In 1959, these sites are aggressively promoting and seek-

ing groups of visitors. In off-season periods they realize that industrial groups can keep their staff intact and their ledgers blue. For example, the Bermuda Trade Development Board has produced a complete promotional mailing campaign for use by trip sponsors to whip up keen interest on the part of salesmen to sell hard so they can enjoy the pleasures of Bermuda. So keen is the interest in this package that we are receiving upwards of a dozen requests for sample kits each week. We are sure Bermuda is benefiting from this promotional material.

8. More "combination" deals: Today more executives are choosing the combined pulling power of prizes and travel. In fact, so great has been the demand for "stock" trips to combine with prize offers, that about a year ago, The E. F. MacDonald Company produced a catalog featuring 60 "Prize Holidays"—all priced in merit points—and as with merchandise catalog offerings, the salesman can "spend his points" on prizes or trips as he elects.

These are some of the trends we have noticed. There will be others, but there is one thing that is sure: The world is becoming a more interesting place to more sales executives and they are capturing its glamour through persuading their salesmen to do a better selling job for the parent company. ♦



Banquet: 174 Speakers, One Guest

HERE'S AN ODD TWIST—seats for 174 speakers and only one guest. James L. Barber, manager of the Manager Hotel, Cleveland, had carpenters work all night to hammer up tiers for the "speakers tables". Occasion was a bachelor dinner for the groom-to-be. Father ordered unusual stag party.

MARCH 20, 1959

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✓ CHECK THESE ADVANTAGES, TOO!

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SOUTHWEST HOTELS, Inc.
P. O. BOX 389
LITTLE ROCK, ARKANSAS



GIBSON TAKES distributors to Puerto Rico for preview of '59 incentive trip.

To Create a Yen to Go—Promote!

Gibson Refrigerator Co. keeps up a steady barrage of mailing to stimulate dealer interest in incentive contest. Trip to Havana lures 900. Company now expects to take 4,000 to Puerto Rico.

IS A FREE TRIP to some exotic spot on the globe enough of an incentive to stimulate the average salesman? It's not, unless the sponsoring company promotes it vigorously and wisely.

Often poor or little promotion has the opposite effect than the one you want. Salesman reads about the trip and treats it as just another gimmick to make him work harder. He takes the "I don't have a chance attitude" and doesn't bother to try.

Company has to convince each salesman that he can have the trip if he does what he knows he should do. Make him want the trip and make sure he knows it's within his grasp—that quotas are realistic. Keep the lure of it in front of him all the time.

Secret to this is personalized promotion. When Gibson Refrigerator Company planned its "Havana Holiday" as a sales incentive for dealers, it knew that promotion could mean the difference between success and failure of the contest.

Promotion began, of course, with the announcement of the contest and



the reward. Quotas were set up on a regional basis, depending on the distance of dealers from Havana, according to Dale H. Heinlen, advertising and sales promotion manager of Gibson.

United States was divided into three zones. Each dealer was required to purchase a specific number of Gibson appliances, depending on zone in which he was located. Distributors

helped pay the cost of the trips but majority of expenses were absorbed by Gibson, Heinlen reveals.

Gibson ran special promotions for distributor salesmen and for principal officers of distributorships so they could qualify, too.

Once launched, promotion material to dealers never stopped. Mailing program included such things as travel folders, dummy airline tickets, swizzle sticks, bar napkins, menus, maps, photographs and souvenirs.

Even regular product mailings included promotion on Havana Holiday. Special stationery was created. Small stickers were placed on all correspondence to dealers and distributors to call attention to Havana Holiday.

Contest ran from Nov. 1, 1957, to July 1, 1958. During this period enthusiasm built up and reached a peak near the end of the contest.

Personalized promotion did it. Salesman was made to feel he had a chance to win. Items sent by direct mail excited him because he got a



Conventions
that go over
BIG . . .

go overseas!

Just when you think no two people can agree on where to hold your next convention, try suggesting some *overseas* garden spot—for a change! Wait until you announce a convention in Bermuda, Hawaii, or a Jet Clipper* flight to Europe!

Not only does an overseas convention please everybody, but it gives your company prestige. And consulting Pan Am will insure your picking the right place at the right time. Your Pan American representative will advise you regarding hotels, local arrangements, special events—even show you movies of the place you pick. The cost? Often less than many ordinary gatherings in crowded domestic cities.

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PAN AMERICAN

WORLD'S MOST EXPERIENCED AIRLINE

MARCH 20, 1959

63

preview of what the trip was going to be like. Trip was in his mind all the time.

About 900, including wives, went on the trip. Many dealers qualified for a second trip and used it for their wives, Heinlen reports. In some instances they brought their wives at their own expense.

Winners stayed at Havana Riviera Hotel. "Tourist officials, hotel people and airlines personnel certainly treated us well," says Heinlen.

Havana Holiday was such a success, Gibson is planning a bigger and better trip to Puerto Rico for 1959. This one is called "Fun in San Juan." Winners will stay at Caribe Hilton Hotel.

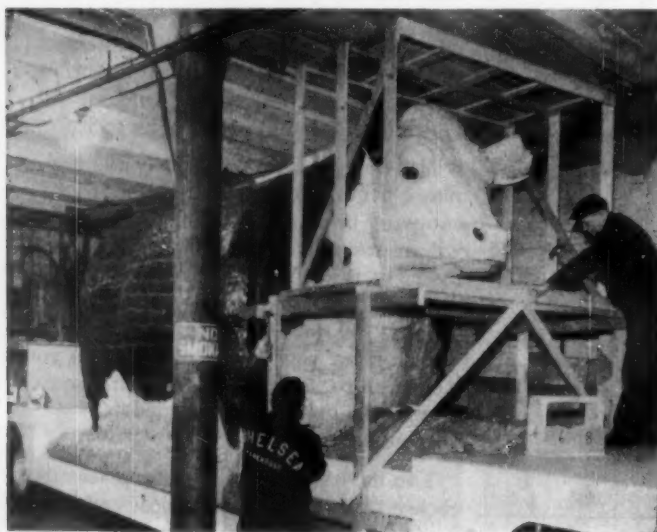
Promotion has already stimulated a great deal of interest in this trip. Fifty top distributors were flown on a special Pan American charter to San Juan for three days to preview location and activities. Trip was called "Flight to Paradise Island" and none of the distributors knew where they were going, Heinlen reports. Air of secrecy was maintained throughout

entire flight. Plane even started to make a fake landing on one of the islands in the Caribbean.

First time distributors knew where they were was when they saw the sign on the Administration Building in San Juan. They were welcomed with a special cocktail party on the roof of the hotel. Mayoress of the city later greeted them at a reception given by the hotel manager.

Special meeting was held on the last day. Here distributors forecast 4,120 dealers would qualify for the '59 trip. Gibson doesn't expect this many to qualify, Heinlen reveals, but goal is still 4,000 dealers for San Juan. "We certainly do expect to more than double our Havana attendance."

Promotion was so effective in '58, company expects to duplicate the pattern. "Although we can't determine the exact degree, we feel that incentive travel is responsible for increased sales," says Heinlen. "It goes without saying that we must have a great deal of faith in it or we would not have introduced a second trip for the current year." ♦



This Is a Lot of Bull

Champ, two-ton replica of a Hereford steer, is on his way overseas to continue his educational stint. Designed by Walter Dorwin Teague, he is being loaned by Ralston Purina to U. S. Agricultural Department as part of a four-trailer exhibit. Exhibit will travel through Europe to promote goodwill and livestock feed grains and oil seeds. Internally, one-half of Champ is a cow and the other a steer. Sides expand to allow visitors inside to observe lifelike exhibits. Sound effects reproduce animal's heartbeats and breathing. To insure his arriving in tip-top shape, he had to be specially prepared by Chelsea Warehouses, Inc., for the ocean voyage. Head and chest are crated. Champ's body is protected by a contoured tarpaulin.



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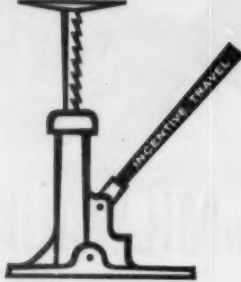
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Victor J. Giles, Director of Sales

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SALES



Youngest Salesmen Respond to Travel

Milwaukee Sentinel carriers have been winning trips for years to as far away as Australia. Winners selected by drawing. Each subscription sold earns a chance for trip. Many trips in each contest so almost any boy can win. Contest planned for '59.



...and to the winners, a wonderful weekend at New York's beautiful

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A call to action that really stimulates interest and response among your sales contestants. The rewards are so worthwhile... include a delightful room on-the-Park, incomparable fare in our celebrated restaurants, many extra courtesies and features.

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ST. MORITZ

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New York City
PLaza 5-5800

Nancy B. Zabel
Sales Manager



EVEN THE YOUNGEST of salesmen are motivated by incentive travel.

Last year two Milwaukee Sentinel carriers won a 17-day trip to Australia by way of San Francisco, Fiji Islands and Hawaii. Trip was also sponsored by American Weekly magazine and Qantas Empire Airways.

Smaller trips were offered by the Sentinel, too. They included a cruise on the Great Lakes, vacation for five at a Wisconsin resort, tour of the Great Lakes Naval Training Center and a visit to the U. S. Air Force Academy at Denver and Colorado Springs.

Promotion releases to the newsboys proclaimed, "Sentinel Carriers... Become a Junior Diplomat to Australia." Smaller trips were promoted as Junior Diplomat Specials.

Contest for all trips ran from June 1 to July 5. Carrier was entitled to one chance in the drawing for every four new subscriptions obtained. If carrier didn't win Australian trip, his subscriptions still entitled him to drawings for the smaller trips.

Daily and Sunday subscriptions were considered one order. Daily or Sunday subscriptions by themselves were considered one-half order. New subscriptions had to be for 15 weeks or longer. To be eligible, carrier could not have reached his 18th birthday by Aug. 4.

► Even if a carrier didn't win a trip, his extra work wasn't for nothing. His orders could be redeemed for cash or merchandise.

During Junior Diplomat campaign each boy received a list of ten commandments—criteria of a good Sentinel carrier. They were: 1. Delivery at 6 a.m. 2. Prompt attention to subscription starts and stops. 3. Complaints—how many and attention given. 4. Route book and business ability. 5. Prompt payment of bill and regular collections. 6. Securing new orders. 7. School grades, character and stand-

ing in community. 9. Courtesy, general attitude and general appearance. 10. Spending profits wisely or saving.

Names of winners for Australian trip were picked first. Winners arrived in San Francisco Aug. 4 for a two-day stay. They then took off, via Qantas Airlines, for Hawaii followed by a stopover in Fiji. On Aug. 8 they arrived in Melbourne for a press reception and tour of Olympic sites. Here they met John Landy and Sedge-man along with other officials and leaders. Next stop was Canberra, Australia's capital. Before arriving home on Aug. 21, boys had toured Sydney, Coolangatta and Australia's Gold Coast. Activities included boomerang lessons, surfing, roller skating and a barbecue. Air miles totaled more than 16,000.

Four carriers won the cruise on the Great Lakes to Buffalo and Mackinac aboard the luxury line, S. S. North American. "Fun, frolic and good food" were included on the seven-day trip.

One carrier won a week's vacation for his family at Red Arrow Lodge, Tomahawk, Wis. Only expense involved for carrier was transportation to and from the Lodge.

Ten boys were taken on a three-day tour of the Air Force Academy. They were housed and fed by the Air Force and were able to observe the cadets in training.

Tour of the Great Lakes Naval Training Center was easier to win. All carrier had to do was obtain one new order during Junior Diplomat campaign. Sentinel sent an advance scouting team—two carriers—to bring back an eyewitness report of the activities scheduled.

This was not the Milwaukee Sentinel's first incentive travel contest. Other Junior Diplomat trips included tours of the British Isles, Italy, Switzerland, Holland and Sweden.

Incentive travel has proved so effective for the Sentinel that it plans to continue a similar plan in 1959.



Think This Exhibit Stinks?

By H. L. BARNEBEY • Vice President, Barnebey-Cheney Co.

HOW DOES a small company with a minimum space and budget allotment go about competing with big corporations for attention at trade shows? This is a question that confronts many sales managers every day.

Our company, Barnebey-Cheney of Columbus, Ohio, solved that problem with an unusual and dramatic approach. We have manufactured activated charcoal and derived equipment for 40 years, but had found that few people really knew anything about our product. Activated charcoal has an amazing ability to remove odors and impurities from air and liquid. It was used in the gas mask in World War I and now has countless military, commercial and domestic applications.

A few years ago we stepped-up our advertising and began to exhibit at chemical and air-conditioning trade shows. We were looking for something different to prove we really could remove odors with activated charcoal.

While mulling over various "smelly" smells that could be used for demonstrations we hit on the one thing that almost all people associate with odors. Our gimmick was skunks.

It was as plain as the nose on your face. We purchased two "deactivated" skunks and immediately put them to work. Now, three years later, our pets are the most traveled and publicized skunks in the world. They have been in almost every city in the United States and even some in Canada. Most of the time they travel in the train or plane passenger compart-

ments. They've appeared on TV and have been written up in many newspapers, including the conservative New York Times.

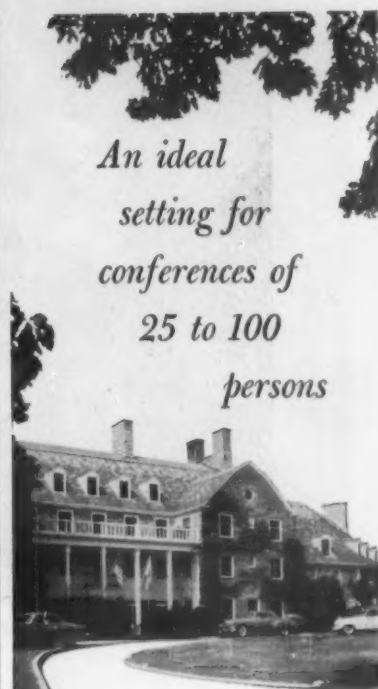
In our exhibits we place Sweet Pea and Delphinium, as they are appropriately named, in a plastic cage. Air inside the cage can be smelled with and without activated charcoal. While their characteristic skunk odor has been removed, they still give off enough caged animal smell to establish beyond a shadow of doubt that activated charcoal really does a job.

It's interesting to watch the typical show visitor's first reaction to the skunks. He's seen a lot, is thirsty for a cool drink, and dead tired. As he passes our booth he does a double-take. "What have those people got in that cage? Are they alive?" He approaches cautiously and asks a few questions. He breaks out in a grin a mile wide and we know he's ready for the serious side of our business.

When not scheduled for a company show, the animals have been made available to our salesmen and representatives, and have proved themselves a valuable sales aid. When not traveling, they are kept in enclosed area in our warehouse.

At the conclusion of 14th International Heating and Air Conditioning Show in January, 1959, we decided the skunks deserved a well-earned rest. As a result, early this summer they will retire to the local zoo.

We'll certainly miss the little stinkers and are, of course, now faced with the problem of what do we do for the next show. ♦



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MASTER OF CEREMONIES Clete Roberts interviews panel composed of four top Buick salesmen.

Telecast Panel Scores for Buick

Closed-circuit TV meeting uses salesmen panel with telling effect. Audience responds to ideas offered by real salesmen. Remote pickups used at dealer showrooms. Entire show pre-taped first time.

SALESMEN respond to salesmen. In a training situation, a star salesman can get away with elementary sales tips that would fall flat if offered by an executive.

This may be the basis for the success of a closed-circuit TV session for Buick dealer salesmen in January.

Techniques combined in this 31-city telecast reflected a high order of meeting craftsmanship. Each element of the program was carefully planned toward the ultimate objective: Have each Buick salesman use the techniques that sell cars for the star salesmen.

From the thousands of men who sell Buicks across the country, the company selected four for its telecast meeting. These were members of Buick Royal Purple Salesmasters, the elite of dealership salesmen. They were selected after intensive interviews at dealerships across the coun-

TELECAST STOPS at strategic points to give salesmen in audience a chance to jot down ideas.



try. Aim was to find four men who express themselves clearly to explain their methods of selling cars, and who have exceptional records to back up their convictions.

These four salesmen became a panel, interviewed on the telecast, to elicit the secrets of their selling. They also served as a sounding board for ideas put forth by other salesmen who were picked up by remote camera crews right in actual dealer showrooms.

Telecast, which was broken into several segments, was integrated into a part live meeting which began 4 PM, Eastern Standard Time. Session ended a little more than two hours later. In between it hopped from coast to coast to pick up sales ideas—via remote camera—and provided a check list of things to do that salesmen took away with them in large tablets.

Meeting was opened in each city by the Buick zone manager. For about 18 minutes, he discussed local economic conditions, and had each salesman estimate his sales for the month. Before the zone manager finished, he had salesmen enter a sales objective in the tablets in front of them. The sales objective was a personal one that each salesman developed himself. It was simply the number of cars he wanted to sell during the next 30 days.

At 4:20 E.S.T., the telecast began. Clete Roberts was master of ceremonies. He announced, "Here with us in New York is a special panel of Royal Purple Salesmasters from Buick dealerships around the country—men who are going to share with us the selling ideas, the selling techniques that have helped them achieve outstanding sales records."

After quick cuts to dealerships in St. Louis, Cleveland and Miami to lend a sense of news-in-the-making, Clete Roberts introduced Edward Ragsdale, general manager, Buick Motor Division and v-p, General Motors. Ragsdale covered on a national level the type of material offered by the zone managers before the telecast got underway. He pointed out some fallacies: personal debt is excessive; you can't have more savings and more sales, etc.

Bulk of the telecast then revolved around an interview of panel members by Clete Roberts and interviews of salesmen at dealerships in four cities. Script was written based on the remarks the star salesmen had made about each subject. By having their own words in the script, salesmen felt comfortable with them. They could be more relaxed and sound natural.

A big aid to relaxing the cast—and



TELECAST REACHES dealer salesmen gathered in 31 cities around the country.



DEMONSTRATION RIDE, filmed from a helicopter, is weak point in telecast.

unknown to the audience—was the pre-taping of the entire program the day before the meeting. Because it was put on tape a day before, salesmen on the panel didn't have to worry about mistakes. If they show didn't go right, it could be done again. This "insurance" was a psychological tranquilizer. It was unnecessary to retape the program or to put it on live the next day (as was planned originally).

This Buick meeting was probably

the first use of video tape for a closed-circuit session. Images on a big screen were as clear as live transmission. Hence, you may expect to see many closed-circuit telecasts on tape in the future. Flexibility of tape, plus the insurance factor, almost demand pre-recording for performances by non-professionals. Tape, unlike film, is ready for use as soon as it is recorded and seems to offer a brighter picture than film.

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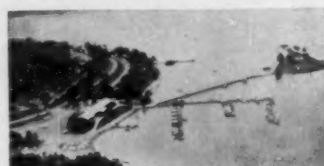
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Large Exhibit Area... Unexcelled Recrea-
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With possibilities of slip-ups when you use remote pickups, as with the Buick telecast, tape is a director's dream. If a remote doesn't come through properly, it can be picked up later and the tape spliced in where it belongs. Fortunately for Buick, remote pickups from dealerships went smoothly. Only one man goofed—and the audience didn't seem to catch it. The salesman used the word "tonight" instead of "this afternoon," because the tape had been made the night before while the program was transmitted in the afternoon.

Originally planned as the big "piece of business," for the telecast, a helicopter remote pickup of a demonstration ride in California turned out to be the weakest part of the program. Aim was to show how a star salesman handles a demonstration ride with a prospect. A radio transmitter and microphone were put in the demonstration car and the dialogue between salesman and prospect was picked up. At the same time, a helicopter hovered over the car as it sped along so that you could see the demonstration ride as well as hear what went on.

The audience was assured that the salesman who gave the demonstration was told about the recording of it before it was put into the program. This was to prevent anyone's feeling that the company was spying on a salesman and was putting him on the spot.

The helicopter remote was weak on several counts. First, the 'copter was too high over the car to let you see more than the car with two heads in it—sometimes. Transmission was not too clear—especially when blown up for a large theater screen. Biggest weakness of the whole bit, however, was audience reaction.

► Some salesmen in the audience seemed to react adversely to this demonstration ride. Some indicated that the "ride" was too pat, that they don't have a route anything like that on the screen to use for demonstrations. Just what bothered salesmen that were interviewed about the demonstration ride never came to the surface. At any rate, they scored this part of the program at the bottom.

Top on their list was the salesmen panel. They liked this. Some went so far as to say that company executives should have said less and given more time to the panel.

While salesmen responded well to the panel, they generally were quick to say they knew all the points that panel members made. Only about 17% of salesmen interviewed by Sales Meetings after the telecast indicated that they learned anything new. (Of

course, to say you didn't know everything that was discussed on the screen was an admission of poor salesmanship, so maybe that 17% figure is not accurate.)

Telecast was interrupted at strategic points to provide time for salesmen in the audience to record pertinent information in their tablet notebooks. After the first 20 minutes of telecast, house lights were raised in the 31 hotel ballrooms and auditoriums across country. Zone managers instructed audiences to list features of the new Buick that the star salesmen said they find most effective. Of course, after

listening to a half dozen star salesmen, there wasn't much of a feature left out about the new Buick. After seven minutes of note taking, the telecast resumed for another 29 minutes.

House lights came on again for another 10 minutes of note taking on the points covered by the telecast; then back to the telecast.

To add extra weight to the importance of getting a prospect to take a demonstration ride, Buick announced a contest. Shoppers were to visit each Buick agency and give \$25 to every salesman who properly tried to set up the prospect for a

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Forgive our immodesty, but this is no idle boast. In our first year of operation, sixty progressive and forward-looking trade shows and conventions, used our excellent facilities. Because of the resultant demand for additional bookings, we are now in the process of planning substantial expansion. If you too, are interested in greater acceptance and enthusiastic reception for your show, call or write us. There's no obligation!

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- Free tables, shelving, racks and chairs
- Spotlights—special peg-board display walls
- No gratuities for service
- Nearly 5,000 hotel rooms adjacent
- Center of Show Area
- Telephone in each room—switchboard service

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what's new in exhibits?

WE USUALLY USE this space to tell you about a few of the current projects undertaken by our talented and versatile staff, items which we believe will be interesting to the readers of SALES MEETINGS.

THIS ISSUE, however, we feel should be devoted to the one big over-riding item about which interest is continuous, namely, *what can be done to cut down the high cost of exhibits?*

FOR THOSE WHO participate in Trade Shows, Industrial Shows and Public Expositions, whether four or fifty per year, we've developed a PLAN—a plan that works!

Because of what it is and what it does, we call it the

IVEL PLANNED ECONOMY PROGRAM

THIS IS A PLAN which is calculated to do two things for the harried exhibitor: take care of a carload of petty problems that ordinarily make life tough for him, and stretch his tight budget a lot further.

*If you're interested, send for our new booklet,
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53rd St. & First Ave., Brooklyn 32, New York, HYacinth 2-3730

demonstration ride. Buick expected to hand out \$75,000 for this contest during the 60-day period it was to run.

Salesmen who were interviewed after the telecast hoped that the contest would be better than some previous shopper contests. Consensus seems to be that in past contests, it was too easy to spot shoppers and hence was not a real challenge.

Even the most cynical salesmen liked the telecast, if only to brag that they knew all the clever ideas revealed by the panel. It offered a fine review of all the things a good salesman should do—but often forgets. Its fast pace and sense of urgency through use of remote pickups kept interest high throughout. Dialogue seemed natural and spontaneous. The show didn't appear to be "fixed". This gave believability to statements made by panel members.

One of the most effective techniques employed during the telecast was the two-way conversations between panel members and a salesman in a dealership in Cleveland. This give-and-take between salesmen on how to handle a tough sales problem (the customer who only wants to talk price), made points with the audience. Honest reactions of salesmen on the screen—no pat answers to this problem—had a telling effect.

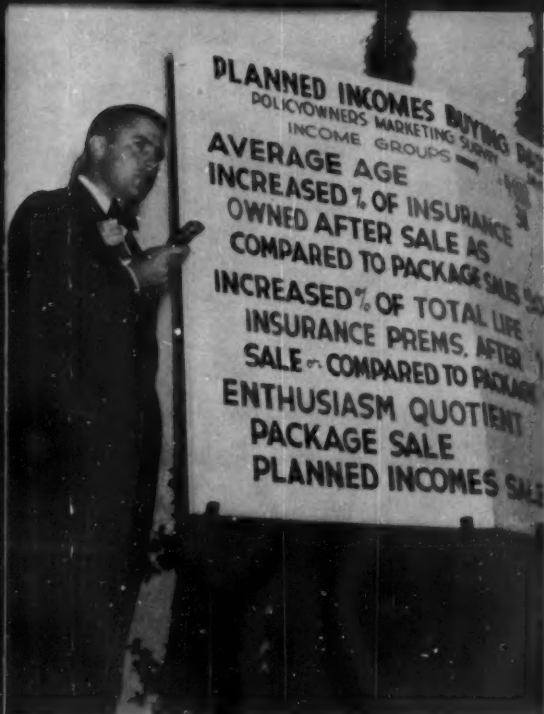
It was this sticking to reality that made the telecast leap out to the salesmen and created a bond with the panel on the screen. It is an effect that is seldom achieved in a training session for "old hands."

This telecast was produced by Sales Communication, Inc., New York City. Telecasting was handled by Tele-Prompter Corp., New York City.

In each hotel or auditorium used on the circuit, a standby projector was available in case of equipment failure. The extra equipment wasn't needed anywhere during the program, but was added insurance that no city would be blacked out because of mechanical trouble on the local end.

Comparatively few weeks went into the production of Buick's telecast. Film segments had to be shot in Miami and California. Crews had to be lined up for remote pickups. Arrangements had to be made for local outlets from Atlanta to San Francisco and from Boston to New Orleans. Viewed on Jan. 7, the telecast was planned Dec. 15.

Rehearsal of panel members was in an NBC studio in New York City. Rehearsals were by subject rather than script. Thus salesmen spoke their own words—were not restricted to their original comments drafted into the script. ♦



AGENTS INVITE executive Marvin L. McCarthy to talk at their meeting.

◀ BYRON CROSSE, one of Northwestern Mutual's top district agents, uses charts to illustrate points in his talk on family financial planning.

Sales Force Pays to Attend!

Northwestern's agents run their own annual sales meetings and pay their own way. Company executives talk by invitation only. Company pays for many functions and makes use of its new auditorium available. Meetings really started to grow in 1906 when Northwestern stopped paying agents' expenses to attend them.

By PATRICIA HERZOG EHR

THERE ARE 1,314 life insurance companies in the United States, and they all have sales meetings.

The Northwestern Mutual Life Insurance Co. has its sales meeting, but what makes it unique is this: Nearly 1,000 members of the Northwestern sales force from all parts of the country think the meetings so worth-while, they pay their own expenses to attend, and over half bring along their wives and families.

Although the Northwestern holds several regional meetings during a

AGENTS AND WIVES enjoy entertainment and music at dinner-dance given for them by the company.



MARCH 20, 1959

73

year in various parts of the country, the largest one, which is typical of all of them, is held during the month of July in Milwaukee, home office city of the company. It is a gathering with information, education, and sales ideas. Its primary purpose: to enable Northwestern agents to render better service to the company's policyholders.

Not only is this Northwestern meeting different in the respect that agents will come from all parts of the United States to attend at their own expense, but is different, too, in that the three-

day program is arranged by an elected committee of agents themselves and even company officers appear thereon only when invited. And since every year nearly a thousand members of Northwestern's sales force think it worth-while to pay their own expenses to Milwaukee during the hottest month of the year, it is obvious that these programs are of tremendous interest and appeal.

Roots of this unique meeting go deep; back almost to the year of company's birth. It was in 1861 the first attempt was made to convene the field force. That meeting was called to consider sales and service problems arising from the outbreak of the Civil War. During ensuing years, other meetings were arranged, all with such beneficial effects that the Association of Agents in 1877 decided upon regular annual meetings to be held at the company's home office in Milwaukee.

In years past, July meetings were scheduled wherever space was available, even in a tent erected on the flat roof of the company's building. Now meetings are held in the air-conditioned home office auditorium that holds over 1,200 people. However, number of persons who attend

these meetings for the last few years has exceeded the capacity of the home office auditorium, making it necessary to rent larger available auditoriums in the city, expense of which the company assumes.

Indeed, it is a curious and psychologically significant fact that it was only since 1906, when the company discontinued the practice of paying any of the expenses of attending agents, the size of these meetings really began to grow rapidly.

► With the exception of the World War II interruption, the July three-day meeting has been held every year for over three-quarters of a century for the purpose of agents' becoming better acquainted with each other, with company officers and trustees, and to consult together as to common interests and to communicate the wishes and suggestions of the policyholders.

At each July annual meeting, a new committee of agents is elected that will prepare for next year's meeting. Twice during the forthcoming year, this committee, plus officers of the agents' association, will travel to the home office at the expense of the Association of Agents, to lay plans

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for the coming meeting.

While the brunt of the expenses of the meeting are arrogated by the agents' association, the company in addition to furnishing the auditorium in which meetings are held, gives a dinner-dance for all agents. This event is where guests may renew old acquaintances, make new ones, and where they also may become better acquainted with company officers. Company also is host at a women's luncheon for all attending wives and guests; at a luncheon honoring all new agents who have become members of the Northwestern field force within the preceding two years, and a breakfast for all members of the sales force who have sold not less than a half-million dollars of Northwestern insurance in the preceeding 12 months. Company also reports minutes of the meetings and publishes them in handsome bound books which are given to each dues-paying member of the agents' association for his information and reference.

Officers of the company are cordially invited to attend all events of the meeting, which include those sponsored by both the company and agents' association; however, officers of the company must pay full asso-

ciation dues, thereby becoming honorary association members.

In many respects, history of the unique series of meetings is the history of Northwestern itself. Problems the company faced and solved, war and peace, good times and bad—all had their effect upon the meetings. Spread upon their reports and minutes are methods, thoughts and ideas of the men who made Northwestern a great company.

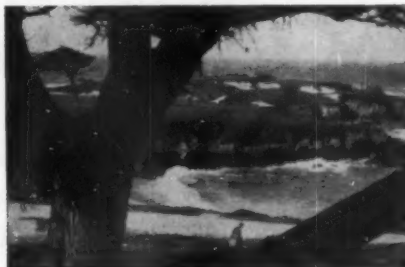
No one who recalls his acquaintance with the strong personalities who made these past meetings what they were, or having any familiarity with the recorded minutes, has any doubt whatsoever about the immense value of the annual meetings. Successful life insurance agency work is based upon unshakable beliefs and convictions; upon loyalty to those convictions; and upon knowledge and methods that convert them into action and reality for the policyholder. These periodic meetings have been a powerful factor in the creation and maintenance of those beliefs and convictions and in the higher education of the company's agency force.

For over three-quarters of a century, this unique Northwestern meeting has proved to be not only a sound

investment for those who pay to attend it—agents themselves—but to the lasting benefit of the entire company and all its policyholders.

► Although the Northwestern meeting is definitely a sales meeting, because those who attend pay their own way and are, or intend to become long-time career representatives of the company, it has an emotional undertone, too. As one well-known insurance editor wrote after attending a meeting, "The Northwestern's annual meeting is more than just a meeting—it is also an emotional experience."

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CONFETTI FLIES as band strikes up "Seventy-Six Trombones" in grand finale of "The Money Men."

Set Your Meeting to Music

Paint company sets a routine session to music. Uses talent of own personnel. Puts lyrics to popular songs and rents some costumes. Show was a hit and was put on the road for distributor.

CAN A ROUTINE sales meeting be turned into a gala affair without losing sight of the main purpose—or small budget?

Martin-Senour Paint Co., Chicago, wanted to give its salesmen a good time at its annual meeting because the company had enjoyed a successful sales year. It also wanted to launch new promotional material, honor top salesmen, demonstrate new equipment and create interest in new approaches to selling.

Was it possible to tie all these angles into one interesting package? Martin-Senour officials thought so. J. R. Degnan, vice-president in charge of sales, came up with the production of "The Money Men," takeoff on the Broadway smash, "The Music Man."

Planning began about two-and-a-

half months before opening night. Production was written and organized by staff members according to individual assignment. Regular progress reports were given at planning meetings. However, like most productions, "The Money Men" was put together in the final two weeks. In fact, just a few nights before the show, it was discovered that salesman Robert Hassell had an exceptional gift for lyrics, so much of his talent was used in the final production.

Stage for two-day "spectacular" was built in the meeting room of Chicago's Conrad Hilton Hotel. Producer Degnan, his cast and behind-the-scenes men arrived in Chicago for rehearsals two days before conference opened.

Theme of "The Music Man" was

changed slightly in the adaptation to "The Money Men." Original music man is a salesman, but a phoney one attempting to hoodwink the public. Martin-Senour's money men are also salesmen, but honest and hardworking ones.

Not all of the musical numbers were taken from "The Music Man"—other songs were used when lyrics could be adapted to put across particular selling messages.

Production opens with a parody on "You've Got to Know the Territory." National advertising and direct mail campaign is launched to a fanfare of "Stars and Stripes Forever" and "horn blowing" promotional activities are set to the music of "Blow, Gabriel, Blow."

Performer appears on stage dressed in a raccoon coat. He announces to the



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A new kind of plane—a new kind of service. The Electra gives you Jet speed of 400 miles per hour or more. Because it takes off and lands quickly, it can serve any of American's cities. Yet it can fly across the country without pause, so great is its range. The Electra Flagship is an impressive performer in other ways. The full-size, built-in loading ramp folds and unfolds in seconds. There's provision for carry-on luggage. Other baggage goes into special containers which are loaded into the plane as a unit.

You can rely on American—its people and its planes. The Electra Flagship, like the 707 Flagship, is a solid symbol of American's leadership in the Jet Age. Equally important is the desire on the part of American's people to provide a service so pleasant, so much to your liking, that Flagships will always be first choice for your travels. For reservations, see your Travel Agent or American Airlines.

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tune of "Button Up Your Overcoat," a new report form which will aid sales representatives.

Another skit starts off with four men in a canoe. They sing about the company's line of marine finishes while paddling their canoe "On Moon-Bay." "I Cried for You" is a sad song about a specific product which had not been pushed hard enough during the year.

Quartet of carnival pitchmen in gaudy suits come on stage to sing a takeoff on "Gossip" from "The Music Man." Their song tells of the rumors and gossip which are spread about various products in the paint industry. Degnan then takes the floor to remind audience that no one can rely on gossip—you have to know the facts. He then gives facts on new electronic color-mixing machine, Colorobot.

Degnan takes the stage again—this time appearing as a rich Arab swinging a bag of money to the strains of "The Money Machine." He advises salesmen that they too can be rich—by selling "Jet Blender," new counter-top color-mixing machine. Salesmen can be as rich as an Arabian millionaire through "aggressive, imaginative selling," says Degnan. "We're in the Money" points out possibilities of big profits for salesmen carrying Martin-Senour products.

Parody on "Trouble," also from "The Music Man," is a general plea for a greater selling effort. Song took the theme, "Oh Yes, We Got Trouble, Right Here at Martin-Senour."

"Pack Up Your Troubles" advises salesmen to solve their problems by stowing them away in their old kit bags and hitting the road hard. "Seventy Six Trombones," main theme throughout, tells how Martin-Senour men "led the big parade" in the paint industry. Other numbers included "I Believe," "Accentuate the Positive" and "I'm Forever Blowing Bubbles"—all with a selling message. Most of the musical accompaniment was provided by a professional piano player. In addition, some records were used.

Salesmen were pleased because many of them participated in some phase of the production—either writing, organizing or acting. They also enjoyed seeing their fellow-salesmen singing songs or acting in skits. Martin-Senour officials were pleased, too, because production pepped up what otherwise would have been a routine sales meeting. Company was also pleased with the low cost. Only extra costs were for props, scenery, rented costumes and the piano player.

Highlight of the program was the A-1 treatment given to the six top salesmen. They were treated like "angels". Not only did they sit in



WILLIAM M. STUART, Martin-Senour president, kicks off unique sales meeting.



J. R. DEGNAN, Martin-Senour vice-president, dons garb of an oil-rich Arabian shiek and enters swinging his money bags to the tune of "We're in the Money."

roped-off easy chairs but they were supplied with \$1 cigars, served breakfast in bed and feted at dinner.

This added an element of mystery to the conference because the six men did not know at first why they were being given special treatment. No incentive program had been announced.

Curtain on "The Money Men" fell to the stirring theme of "Seventy Six Trombones." Finale had the spirit of an oldtime political convention complete with confetti, streamers and noisemakers. "Delegates" marched past a desk to get their quota for the

following year and a gift to take home to their wives.

Reviews of "The Money Men" were so good that production went on the road. Whole works was transported to the President Hotel, Waterloo, Iowa, to a sales meeting of Standard Glass and Paint Company, Martin-Senour distributors. Standard Glass turned the second day of its meeting entirely over to Martin-Senour men, who put on an abridged version of "The Money Men." Show will be given at other locations in the future.

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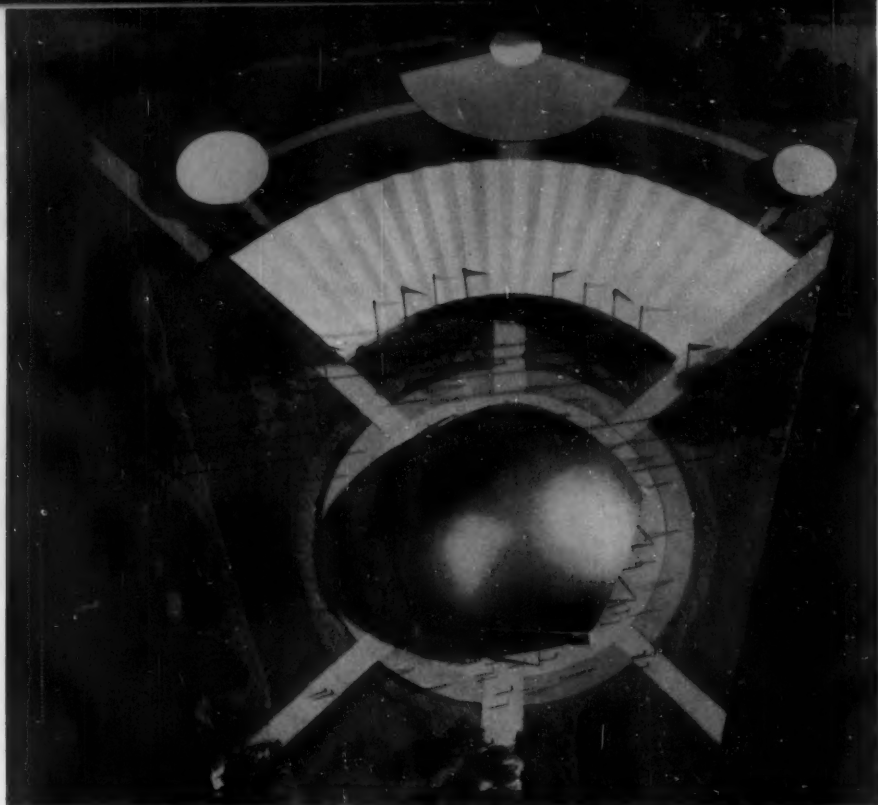
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Our Exhibit's Mission to Moscow

Aim of U. S. fair in Moscow is to give Russians a true picture of America for the first time. There is to be no censorship of our exhibits. Russians buying our buildings at half price. Deadlines "impossible", but we hope to open exhibition July 4.

EVERYONE connected with American National Exhibition, planned for Moscow this summer, says it is "impossible". But they work at the impossible with the special kind of zeal that Americans display when confronted with a challenge to ingenuity and efficiency.

Staff of between 30 to 40 labor in an obscure building in the South East section of Washington, D. C., to formulate plans and coordinate ideas from our Department of State, Department of Commerce and U. S. Information Agency. Another group, numbering about 30 designers, are hard at work in the New York City office of George Nelson and Company,

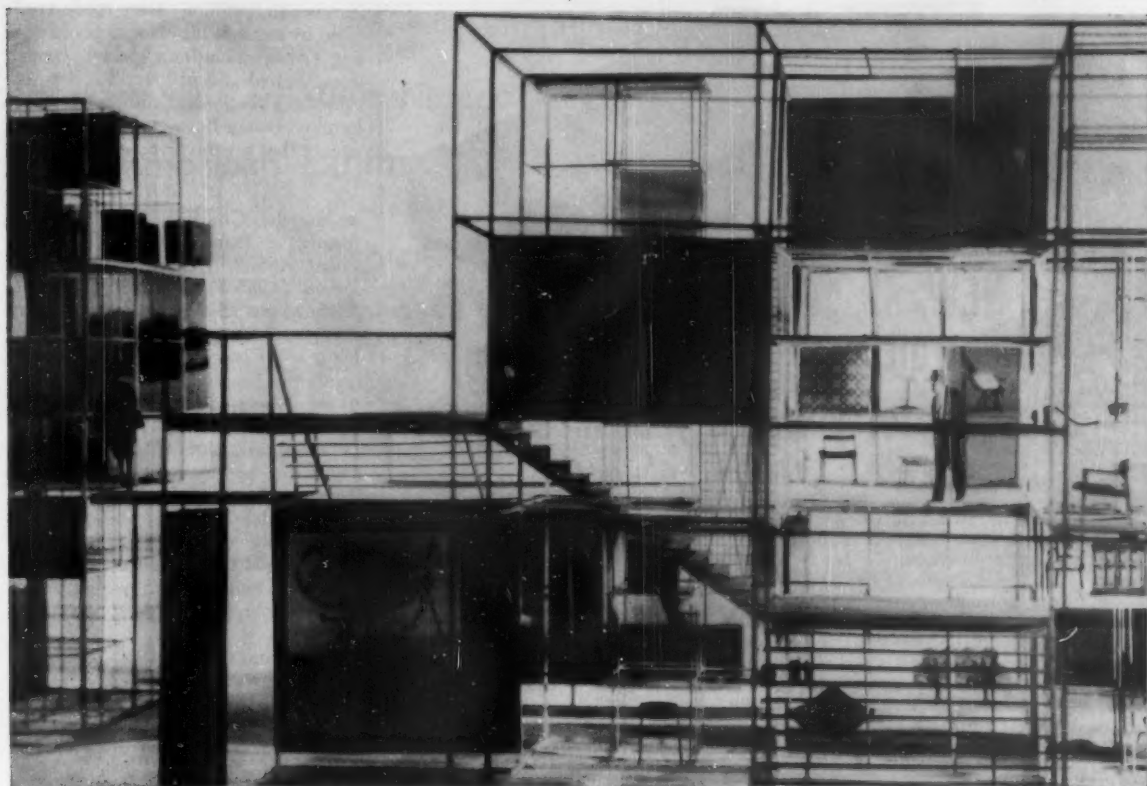
Inc., to devise displays for our two major buildings and open-air plastic structures. Still another group, architects in the Los Angeles and New York City offices of Welton Becket & Associates, are busy drawing up final details for the buildings whose foundations are now being laid.

Impossibility of plans, which is explained as a preface to any discussion of our exhibit in Moscow by anyone involved with it, is that we have so little time. Starting from a grass turf, we have to erect permanent buildings, install thousands of feet of exhibits, and swing open the doors to millions of Russians on July 4—just seven months from planning.

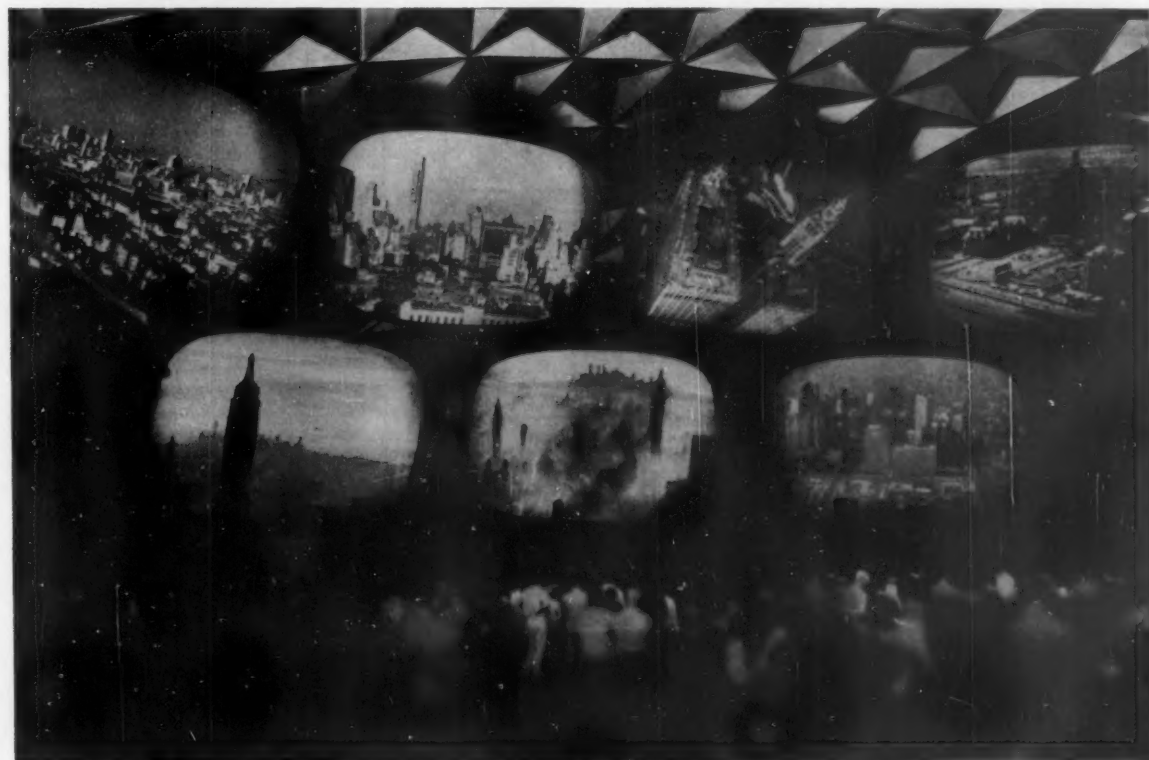
Just shipping time for structural parts and displays lops off many weeks. Everything must be shipped by boat to Helsinki and then be transferred to trains for the trip to Moscow. There they have to be trucked to the site, Sokolniki Park, about 15 minutes by subway from the Kremlin.

Not since the war years has Washington had anything to approach the cutting of red tape and knocking over of bureaucratic roadblocks that is going on to get our exhibit up in Moscow. All the short cuts of Washington-wise career government men are coming to the aid of the fair.

For instance, rather than go to the Hill for a Congressional appropriation,



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funds (\$3.6 million) were made available by some White House bookkeeping (which includes a special account for Mutual Security). To set up American National Exhibition's office, employees were borrowed from departments that are involved in the enterprise.

► Harold Chadick McClellan, a former assistant secretary, International Affairs, Department of Commerce (1955-57), former president, National Association of Manufacturers (1954), and president, Old Colony Paint and Chemical Co., Los Angeles, heads the "impossible" project that is to be "a corner of America" in the heart of Russia.

It took Mr. McClellan six weeks to negotiate an agreement with the Russians for an exchange of exhibits. (When friends asked where he got the patience and talents to negotiate, he is alleged to have cited his experience in working on the project to get the Brooklyn Dodgers to Los Angeles.)

What kind of a deal did McClellan get? First, we have use of the biggest park in Moscow as a site. Second, he sold our buildings to the Russians at half their construction costs even before the Russians had seen building plans. Third, he included a no-censorship clause in the agreement with an understanding that Russia would supply labor when needed at the tourist rate of exchange (10 rubles to a dollar) instead of official rate (4 rubles to a dollar).

Fast pencil work—dealing with many unknowns (including Russian labor costs and productivity)—came up with a cost of \$750,000 as cost of the two main exhibit buildings. Russia will pay \$375,000 for them when we move out.

This is a pretty good deal, McClellan explains, because if we didn't sell our buildings, it would cost plenty to remove them and restore the area to the original park setting. Another advantage, he points out, is that the buildings will remain as a permanent reminder of America in the heart of Russia.

► Our main building will be a 200-foot diameter aluminum gold-anodized (tinted) geodesic dome. It will be 78 feet high and have 30,000 sq. ft. of floor space. Second building is a fan-shaped exhibition hall, 28 ft. high, with a glassed front and rear, and covered by an accordion-pleated aluminum roof.

Designers who labor on exhibits to fill these huge halls refer to them with some affection as the dome and glass box.

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YOU CAN VISIT our American fair in Moscow with an expert.

If you have never been to Russia and want to see what it's like and if you want to see what kind of a story we are telling the Russians through our exhibits plan right now to join Editor Robert Letwin, Sales Meetings, on his tour. It will be a 12-day visit to Moscow and other key cities in Russia. You will spend about five days in Moscow to see the sights and our American National Exhibition with the guidance of an authority on expositions.

This Sales Meetings-sponsored tour is limited, so if you have any interest in this trip, write immediately to Editor Robert Letwin for details. Trip will start from New York City on Aug. 9 (Sunday) via a Pan American World Airways 707 jet. Group will transfer in Paris to a Russian jet for non-stop flight to Moscow.

Complete tour—air fare, hotels, meals, transfers, gratuities, sightseeing—will cost \$1,095. Stop-overs in many European cities on the way home are permissible without extra air fare.

Because the group must be limited in size, reservations will be honored in the order in which they are received. For a complete itinerary and reservation form, write immediately to: Editor Robert Letwin, Sales Meetings, 1212 Chestnut St., Philadelphia 7, Pa.

In addition to these, America will offer a round building to house Cirarama (11-projector theater that stole the show at Brussels) and open-air plastic pavilions. Plastic exhibit areas came about after a two-hour conference in Washington with executives from America's top plastics manufacturers, McClellan points out with some pride.

"We've been getting astounding help from American industry," McClellan confides. "Between 30% and 40% of total costs—maybe as high as 50%—will be met by industry on a voluntary basis," he points out.

American industry is supplying all the products that will be exhibited—from model homes and automobiles to thousands of products we use every day. Not only is industry supplying products, it is paying to ship them to Moscow in many instances, and is

supplying Russian-speaking demonstrators to go along.

Some 70 or more Russian-speaking guides will be sent to Moscow. These young men and women are being recruited from our colleges and universities. McClellan had about five times as many applicants as jobs for his staff of guides long before the March 15 deadline. Guides will receive a couple of weeks' training to be able to answer the questions that are sure to crop up as three to four million Moscovites tramp through our "corner of America."

In anticipation of questions, IBM will have its Ramax computer on hand. Some 13 agencies in Washington are hard at work to prepare thousands of questions and answers to feed into this electronic wizard. All day long, this machine will turn out facts on America—in Russian, of

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course. Individual questions from show visitors will be asked of Ramax and the answers will be flashed on the screen.

► Administrative-wise, McClellan has three goals: "To put on a good show; to stay within our budget; and to return a half-million dollars." Cash return will be from the sale of our buildings and the one-ruble admissions. Ruble admission price (about 10 cents) is simply a means to control traffic rather than make money. But it

will mean substantial income if the millions expected show up.

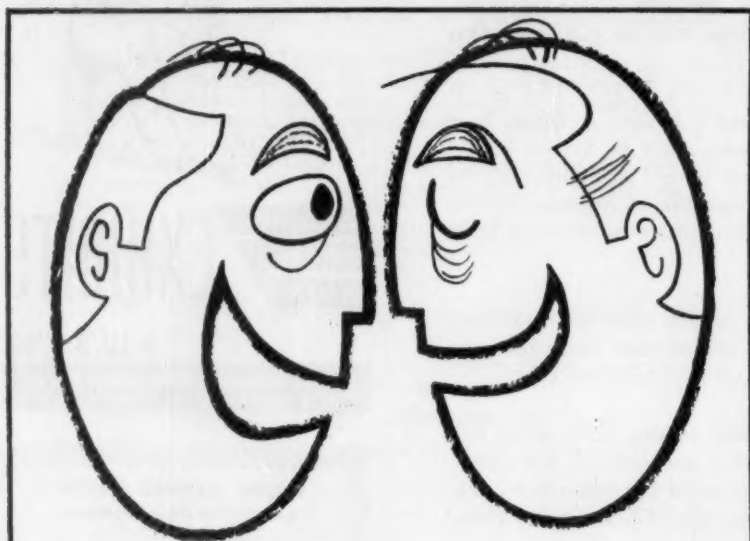
Officially, our purpose for the exhibit in Moscow is "to increase understanding in the Soviet Union of the American people, the land in which they live, and the broad range of American life, including American science, technology and culture."

Says McClellan, "We're not talking down the Russians. We are taking the attitude that they are as intelligent as us—but not as well informed."

To get the site in Sokolniki Park

Russian Exhibit Opens First in N. Y.

WHILE WE HASTEN with plans for our exhibition in Moscow, the Russians probably are at a fever pitch with their plans for New York City. By reciprocal agreement, U.S.S.R. will hold an exhibition in the Coliseum. It will open June 28 and run for a month. We are pledged to facilitate erection of the Russian exhibit as they are to help us. Neither nation can exercise any censorship on what is to be shown. Both are supposed to reveal plans to each other for opinions and advice.



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ready for us, the Russians have to relandscape, repave roads and realign the park. Our dome building will be on the highest rise and will dominate the park. We're not paying the Russians for this work on the park, but will get the bills for utilities that are put into the park area.

On the subject of Russian labor, so far, McClellan says, "They're turning handspins for us." We're getting the benefit of a low Russian scale of labor costs. "We're ahead of schedule," McClellan reports from the Moscow site. (He has already returned from his third visit.)

We're aiming for an exchange of cultural, scientific and technological accomplishments with the American fair in Moscow and the Russian fair in New York City. We're avoiding anything political in our exhibit. "We're going to fight to death," says McClellan, "any attempt to inject politics into the exhibit." As he puts it, "We want to be able to come back."

If the Russians are quick to go to work for us in Sokolniki Park, it is not without incentive. We had to put up \$50,000 in cash in advance toward labor costs. Contracts for plumbing and electrical work are being let to the Russians.

► On the design side of the project, our dome building is to be the information center, the glass house will contain products, and the plastic pavilions on the flanks will house cultural objects. "Jungle gym" is the way the designers describe the modular frame work on which our exhibits will be displayed in the glass house. What this "jungle" is—according to the

miniature structure now being readied for shipment to assist construction people at the site—is a framework of 10-foot boxes, piled two high. Stairways and ramps thread through the modular framework so that visitors can see vast areas from any one point. All uprights and cross members are designed on the modular 10-foot span. Uprights are hollow, square tubes of steel with cross members bolted on. (It will take some 4,000 bolts at 85 cents each to keep the exhibit together.)

Ceiling of our dome building will have seven screens to show motion pictures of various aspects of American life and culture. Commentary in Russian will explain the pictures as they are flashed in various sequences and sometimes all at once for special impact. This motion picture offering will be in addition to Circarama which will be a revised edition of the film used in Brussels. This time, of course, all dialogue will be in Russian rather than in three languages as before.

► Nobody connected with our exhibit will talk about our Brussels effort, but each one is aware of what worked and didn't work there. One of the weaknesses of our Brussels exhibit was lack of explanations on many exhibits. We plan to do a better job in Moscow on this score.

George Nelson, whose firm is charged with designs for our exhibits says this about copy statements in our exhibits:

"Purpose of statements is not to promote any given product, but to explain the whole category against its background in American life. Statements will be factual and descriptive tending to understatement, and will paint a picture of American well-being through the services of these products in our life.

"From reading statements before or after studying objects, the Russian viewer should learn: (1) why these products are made in abundance in the U.S.A.; (2) what functional justification there is for an average American for spending money on them; (3) what ownership of the product contributes to the life of the American owner; (4) and in important cases, how much the product costs in terms of time worked."

Nelson hopes that copy will have sufficient statistical proof to convince viewers in factual terms of how typical the products are in our homes, and how their use has increased (and ability to purchase them has increased) over a significant period—primarily 1938-1958.

To help McClellan's staff ferret out

what will impress Russians favorably, many conferences have been held in Washington with people familiar with Russians — primarily correspondents and diplomats who have spent a long time in Russia.

Many ideas have had to be abandoned because time is so short. Among these is a restaurant to serve American food.

Among the highlights of our exhibit will be a "kitchen of today" and a

"kitchen of the future." They are a contribution of RCA Whirlpool. RCA Whirlpool Miracle Kitchen (of the future) drew big crowds at the Milan Fair in Italy last year. (This push-button extravaganza has toured most of U.S.) Russian-speaking demonstrators will give Moscovites a taste of Russian food made in our kitchens. These samples will be some of the many giveaways being considered, along with millions of pieces of litera-

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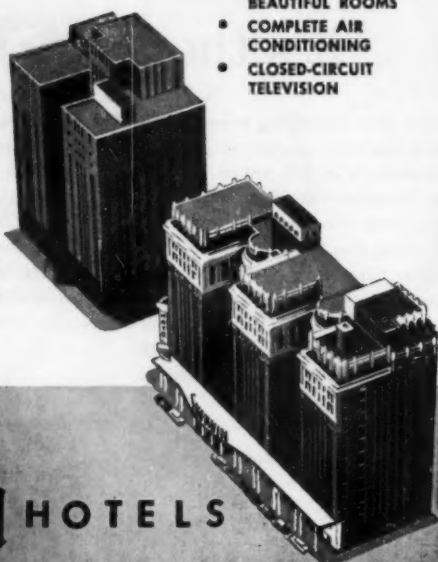
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Charles E. Todd
Managing Director

ture now in the works to explain our products.

► Many plans for giveaways, as well as individual exhibits themselves, have not been set. New ideas probably will be incorporated right up until fair opening—hopefully set for July 4. If we don't make the date, we have until Aug. 2 to get the show underway, according to our contract with the Russians. If we open July 4, the show is to run until Aug. 15.

According to our contract, incidentally, we have to pay \$142,250 as rental for the Soloniki Park area. The Russians asked for \$30,000 of this in advance.

While we have the option to sell souvenirs, present plans do not include any retail sales. This may change by showtime.

Problems with a project of this size come in big bunches. For instance, original designs for our plastic parasol-type pavilions created some misgivings for engineers. Some are not sure that the plastic structures will withstand heavy weather—designs had never been tested. At the moment, M. I. T. engineers are putting components through a series of tests. Until they are complete, we won't know for sure whether our plastic pavilions will be used. Designers are holding their breaths waiting for word.

Revisions have been numerous on all plans. Originally we were to have an outdoor amphitheater for concerts. This had to be abandoned because construction time is so limited. If concerts are put on in conjunction with the fair, they will be housed in theaters in downtown Moscow.

Man who has had to pull many branches of government together and who is named "coordinator," is George V. Allen, director, U.S. Information Agency. McClellan, director of the fair, reports to him. However, McClellan is responsible for everything that happens at our exhibition. When asked who gives the final okay on what we show, he is quick to say, "I am!"

On the cultural side, we'll show 50 paintings and 30 works of sculpture. These will be selected by a three-man committee designated by George V. Allen.

Eight subjects will be dealt with in the dome building: research in nuclear, space and medical fields; chemical research as applied to synthetics; agricultural research relating to antibiotics; labor; public health; and organization of research in private industry and schools, as well as government.

As in Brussels, we plan to feature voting machines in our exhibit. Russian visitors will be able to step into voting booths and cast ballots for their favorite exhibits at the fair.

Discussing plans for actual exhibits, George Nelson confides: "For this project, stakes are high, budget low, deadline impossible. But we feel the exhibition is not so much concerned with design as with communications. Our desire and need to make a sincere, simple, far-reaching statement about American life is what we are considering our most important goal."

As of press time these companies have supplied products to go on display in Moscow.

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(continued on page 88)



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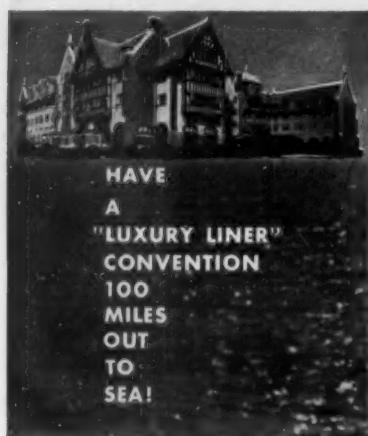
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Empire Brushes, Inc., Port Chester
Mohawk Carpet Mills, Inc., New York
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Mr. Ernest M. Wuliger, Executive Vice President of Sealy Mattress Company, says: "Our dealers still talk about the wonderful time that they had in Puerto Rico." Recent

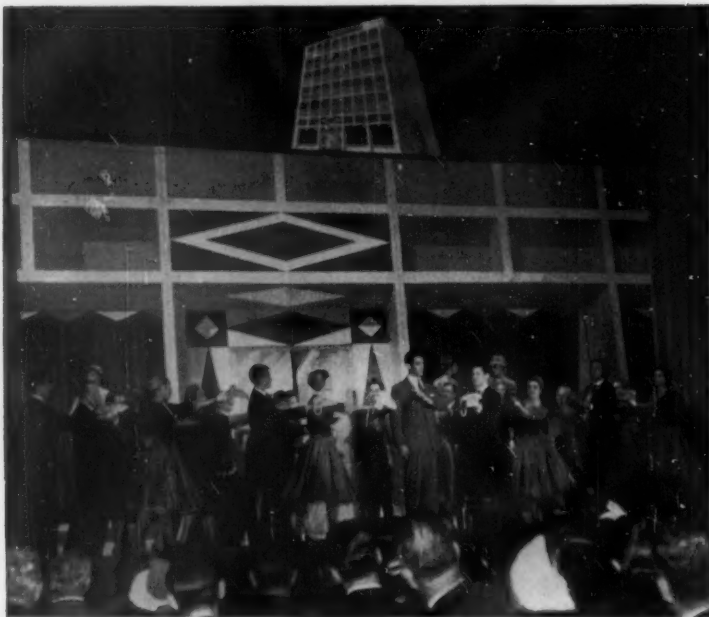
conventions held in Puerto Rico include General Electric, Plymouth, A. C. Spark Plug, Westinghouse. And San Juan will be the site of the 1959 Governors Conference.

Industrial-Theater "First" for A. T. & T.

Bell System stages "What's Popping in Shopping?" for convention of department store executives. Hard-sell musical tells how good telephone order system can rebuild downtown business.

A. T. & T. HAS BEEN BITTEN by the theater bug. Bell Telephone Sys-

tem will be selling its services to businessmen via song and dance routines.



"WHAT'S POPPING IN SHOPPING?" has cast of 29 plus orchestra.



RETAILERS FIND a playbill and miniature telephone on their seats at the show.

Its first experience with industrial theater clicked. Now a second try is in the works for later this year for a retailer organization meeting on the West Coast.

In January, American Telephone and Telegraph Co. staged "What's Popping in Shopping?" for National Retail Merchants Assn. in New York City. This one-hour musical show played to 1,500 department store executives with a hard-sell message on what telephone shopping can do for downtown store profits.

While it used an entertainment medium, Bell Telephone was selling, and made sure its audience knew its show was for business not pleasure. "If you entertain hard-headed businessmen for an hour, you do them a disservice," explains Will Whitmore, advertising and sales promotion manager, A. T. & T. "We didn't want to compete with a Broadway show. What we tried to do was to throw in entertainment, but make every bit of it carry a message. Our theme song was as strong a selling pitch as we could make."

Bashful about the commercialism of its session before the department store association people? Not at all. "We felt we were actually advancing our story when we were selling the most," says Whitmore. And its story was how a department store in center city can stop the downward trend of business (siphoned off to the suburbs) through a telephone shopping promotion. Bell has the statistics and case history to prove it.

The show, written by Owen Murphy and staged by James Starbuck, had a cast of 29, plus the 16-piece orchestra of Donald Voorhees. Cast featured Stephen Douglas, double-talk artist Al Kelly, Starbuck and Hugh Downs as master of ceremonies.

Billed as "a musical with a message," the show was staged on the third day of the retail merchant's 48th annual convention. Problem, according to Whitmore, was to tell these merchants something they already know. "To do it, you have to tell it in a bright, sprightly fashion," he says. "We realized we'd have to use a live show to hold people."

Plans for this show started last August. Basic material from which script and songs were written was developed over the last three years. It has been this long that Bell System has studied effects of good telephone order service on retail business.

Show, staged in the Grand Ball-



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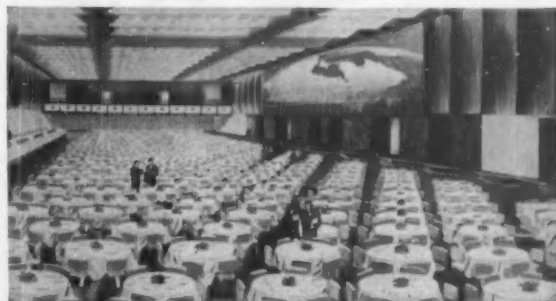
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room, Statler Hotel, opened on a street scene with a department in the background. Singers and dancers, each with a bright, new telephone, extolled the virtues of telephone shopping via the show's theme song. Part of the song's chorus goes: "The phone increases sales. The telephone, it's a shopping sensation. And everywhere

across the nation, it's catching on. The telephone, is sending store volumes up, up, up, with its new plan. Up 6% in Pittsburgh, up 8% in Dallas, up 10%, Toronto, Albuquerque and St. Paul."

Hugh Downs, TV personality, explained the needs to stimulate telephone ordering and then introduced

short interview dramatizations by the cast of actors. Some of these interviews were staged on the extreme ends of the stage before a door to simulate home interviews. Other dramatizations were spotted in what was the department store windows in the background scene. As with current Broadway plays, "What's Popping in Shopping?" had a multi-function stage set that used lighting to shift scenes quickly and effectively.

"It took as much time to put together as a Broadway show," Whitmore reveals.

A comedy sketch, "A Day in an Executive Office," was followed by the "meat" of the program—a film. The motion picture, produced by Owen Murphy Productions, told the story of how Stewart and Co., Baltimore department store, increased telephone-ordered merchandise sales by 60% in three years. Unique part of this film is that it uses actual store personnel as actors who take the very roles they have as store employees—and they all perform as professionals. Store locations are used for complete authenticity. Everyone from store president down to telephone operators are in this film to back up with experience what Bell is trying to get across to retailers—telephone ordering can be boosted profitably.

Three A. T. & T. executives—Stanley F. Damkroger, assistant v-p, sales division; James V. Ryan, assistant v-p, public relations; and James W. Cook, v-p, merchandising—appeared briefly in person before the show finale.

Few in the audience realized the problems that were surmounted to put this show on. First, the ballroom wasn't available until the night before the show. Dress rehearsal didn't start until midnight and it lasted until 5 a.m. on the day of the show.

As A. T. & T. wasn't bashful about selling throughout its show, it didn't shy away from asking for an "order." On each seat in the ballroom, along with a miniature telephone in a plastic corsage box, was an inquiry card. Some 200 cards were collected at the show and others were mailed in. (Cards were business-reply type.)

What was the toughest part of putting this show together? Putting the selling message into everything. "This took more time than anything else," Whitmore reveals. "We tossed out sheer entertainment routines."

For the upcoming show on the West Coast, A. T. & T. hasn't disclosed its plans. It won't be the same show, according to Whitmore. But based upon the reaction from "What's Popping with Shopping?" chances are good it will be a musical with hard-sell. ♦

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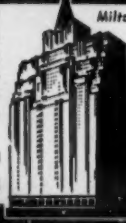
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MARCH 20, 1959



EXHIBITS ARE SLOPPY but business booms at Institute of Surplus Dealers' ninth trade show.

Business Is Brisk at '59 Shows

First two months indicate trade show attendance and business written are well up over '58. Trend means most shows will break previous high records. Exhibitors appear optimistic.

TRADE SHOWS are enjoying a new boom this year. Attendance since the first of the year is higher at trade shows and buying activity indicates

a dealer optimism missing at trade shows last year.

Every show in New York Trade Show Building so far this year has

attracted a bigger attendance than in '58, according to Duane W. Carlton, president of the building. Growing demand for exhibit space has prompted Carlton to plan an expansion program for 1961. "We want to add three or four more show floors to our present five," says Carlton. Floors Carlton plans to rebuild for shows currently are used for office space by the State of New York.

Institute of Surplus Dealers' ninth

IF NUMBER of trade shows increase, so will facilities to house them. Concrete pouring begins for construction of Chicago's new \$34-million exposition center. Hall is to be completed in 1960. Construction is reported "right on schedule" by builder.





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trade show in N. Y. Trade Show Building gives evidence of the boom at trade shows. Lynn Barnett, president of the institute, in an expansive mood says, "Business at this show was six times as good as at the last one." Pinned down to facts, what he means is that dealers did \$10 million in business at this show when they did \$7 million last time. Attendance was up to about 5,000 from 3,500.

Enthusiasm at the Surplus Show was in evidence at two other shows that ran concurrently in the building—New York Men's Apparel Show and Knitwear Mill Representatives Show. Says Sidney Caron, chairman of the latter, "Purchasing is more liberal this year." Attendance at the Apparel Show was up 10% and business was brisk, reports Hyman Diamond, managing director.

Home Improvement Show, over at the New York Coliseum, set a record attendance, too. It registered 21,362 buyers. This was the largest attendance ever recorded for a show on the Coliseum's fourth floor.

As with other shows for the trade so far this year, buying topped last year's. This three-year-old show now has over 200 exhibitors and most of them were optimistic. (A sure sign: 60% signed for space in the 1960 show before leaving the current one.)

In Chicago, trade shows felt the increased activity, too. National Housewares Exhibit, for instance, had a 5.5% increase in buyer registration over last year's and a 12% increase in the number of buying firms that visited the show. The show on Navy Pier attracted a total of 11,700 buyers, according to Dolph Zapfel, secretary, National Housewares Manufacturers Assn.

If trade shows are heading up this year, industrial shows should reflect the same trend. Generally, trade shows react quickest to shifts in the over-all economy.

Based on the first two months of the year, record-breaking attendances at trade and industrial shows should be a common occurrence during 1959. Almost every show scheduled this year has a record number of exhibitors. Added to this increased activity, many new shows will open this year. Most of them will be shows for the trade.

If the pace of shows is stepped up this year, so is the creation of new facilities to house them. Actual construction of new auditoriums is moving along at a rapid rate across the country, and plans for new halls are numerous. Hotels, too, are adding exhibit space at a unprecedented rate. ♦



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Have You Tried Gamesmanship?

Here's a way to take the same old material and make it palatable and exciting. It's worked for Sinclair, Hastings, Westinghouse and many others. It doesn't require highly trained leadership.

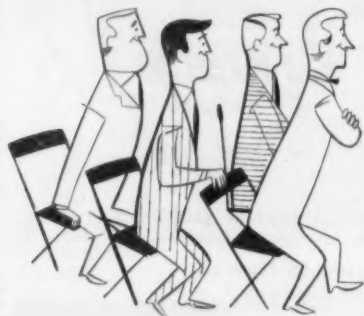
By GENARO A. FLOREZ
President, Florez Incorporated

WHEN BRITISH humorist and author, Stephen Potter, coined the word, "gamesmanship," he defined it as "the art of winning games without actually cheating."

Now, while his dubious (though highly amusing) methods might not adapt themselves to modern business practices, his word, "gamesmanship" can be useful—with a slightly different twist—in the art of planning and conducting effective meetings.

After all, if meetings are to be effective, they must be "won" in just as definite a way as the most rigorous contest in a competitive sport.

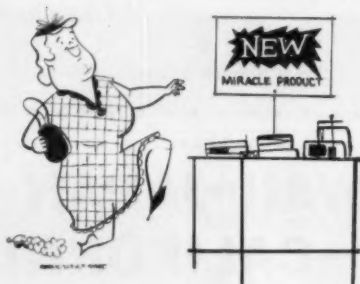
As Frank Siedel puts it in his book, "How to Win the Conference," the meeting of minds is a competitive proposition anytime two or three are gathered together. The question is: How can you win the conference?



Probably the simplest way is to have something new to say—something so new that everyone in the audience is on the edge of his chair anxious to drink in every word. This is the meeting leader's paradise and, as we all know, it presents few difficult problems. (All you have to have is a five-star news story and the papers sell like hotcakes!)

Sales research tells us that the word "new," while no doubt highly overworked, is still one of the more pro-

vocative, potent motivators in our lexicon. People listen to something new and they hurry to buy something new because they simply can't resist the urge to test the magic that the word represents. Same goes for a sales meeting that offers information about a new product, service or sales technique.



Freshness or novelty of the subject that's being presented for the first time practically assures a high interest from an audience. When a meeting leader prepares for such a meeting, he relies heavily on the newness of the topic and plays it for all it's worth knowing that he can expect an attentive, receptive group. Also, he has the added stimulus of a fresh new subject to present.

But, when the same person is requested to prepare and present a meeting on a topic that all or part of his audience has heard before—perhaps many times before—the problem can become a vexing one. "How can I make this 'old hat' subject palatable?" he asks. "Why, I'll bet we've told our salesmen this story a hundred times before!" And he's probably right. This is a common complaint among meeting planners and it deserves careful consideration.

Where money is no problem, there is an easy and obvious answer. If the meeting must be held, and this must be the subject, the adroit meet-

ing planner sugar-coats the old hat topic with skits, playlets, elaborate presentations and even motion pictures in "glorious" technicolor with wide-screen and stereophonic sound. Brigitte Bardot and a generous spicing of cheesecake can brighten the duller subjects.

But what about the meeting organizer who doesn't have an unlimited budget, yet is still faced with the problem of getting the threadworn point across—and making it stick?

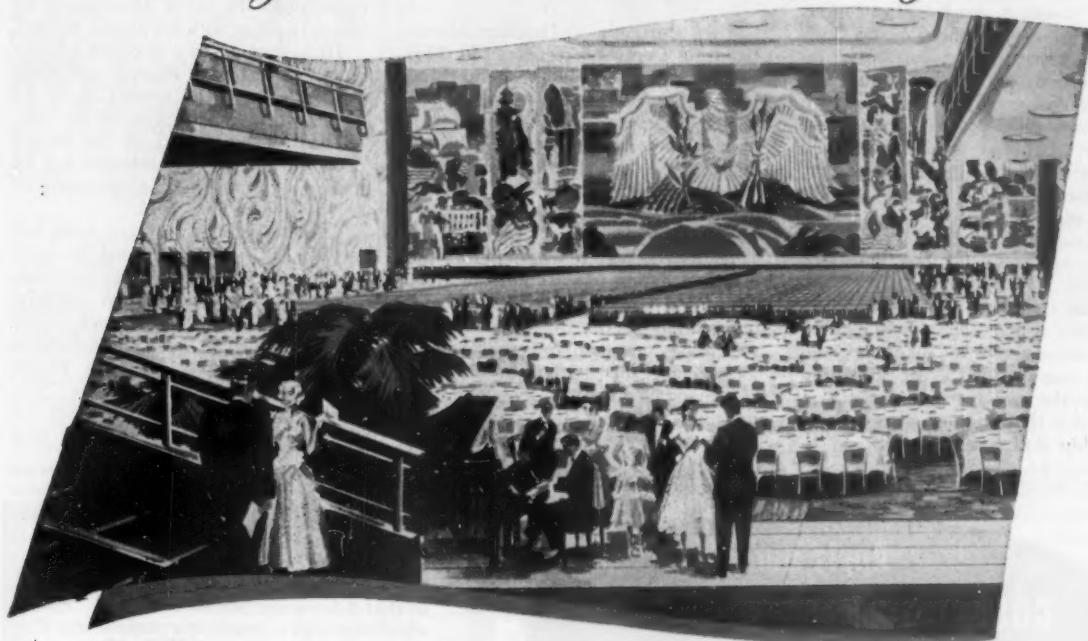
One way is to use the "hidden persuader" of participation: get the audience into the act. It has been proved over and over again that a conference-type meeting is one of the most effective ways to inject interest, enthusiasm and acceptance into old, familiar subjects.

By discussing products, policies, or programs with each other—under skillful "guidemanship"—salesmen tell each other what you want them to know, and they remember it better, too.



Key to this approach is in that word "guidemanship". To be successful with this approach, the leader must be trained and experienced in conducting such sessions in a professional manner. Participation doesn't just happen. It has to be induced by some one who knows how. Unfortunately many organizations haven't de-

*the Convention
they'll talk about for years!*



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Between meetings, your members can enjoy all the relaxing pleasures of a resort hotel. The Sheraton-Park's 16 landscaped acres include an outdoor swimming pool, four tennis courts and a private train to take your guests around the grounds. All 1,200 rooms are air conditioned and have radio and TV. Three fine restaurants offer excellent dining at reasonable prices . . . there are also two delightful cocktail lounges for meeting and entertaining your associates. And you and your members are only ten minutes from the heart of the nation's Capital, in downtown Washington.

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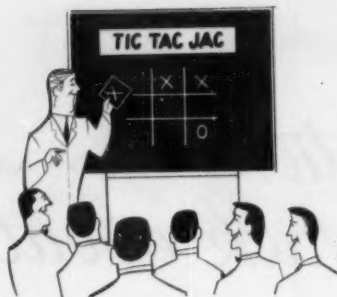
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veloped such skilled leaders as yet.

For those who have, such as Sinclair Refining Company, this is no serious problem. Foreseeing problems just like this and realizing the need for such trained people in its sales network, Sinclair seven years ago developed its Guided Conference Leader Training Program. Since then it has trained over one hundred meeting conductors in the intricacies of staging and leading such participative sessions. The company now uses these skilled meeting leaders in conferences with its field people and dealers and, consequently, can cover familiar ground in an interesting and resultful manner.

But how about companies that have not yet initiated such specialized meeting leader training? Though they agree that participative sessions might be an ideal answer to their needs, their available meeting leaders are capable only of using the "tell 'em" approach. Here is where "gamesmanship" can transform the dull old subject into a bright new adventure.

Gamesmanship in planning and leading meetings is the art of putting fun into the meeting and doing it in such a way that no more than average leadership skill is necessary.



Take the case of Hastings Manufacturing Company for example. This Florez client has found that the game idea has helped to get its story over to its jobbers and jobbers salesmen more effectively than ever before—and at the same time stimulate interest in attending annual meetings. Most recent example was called, "Tic-Tac-Jac."

Here's the way it went: Before the meeting, a series of 60-odd questions pertaining to the Hastings line of automobile piston rings and oil filters was compiled and sent out to jobbers for distribution to all their salesmen. Word was sent out that questions used in "Tic-Tac-Jac" would be chosen from this list.

Result? Hastings jobbers' salesmen "boned up" on these key questions with keen anticipation of the coming meeting.

Day of the meeting, a Hastings field sales representative arrives at a jobber's headquarters with a flannel board and a set of symbols which form an oversize tic-tac-jac grid. After explaining how the game will be played, jobber salesmen are divided into two groups, "X's" and "O's". One man on each team alternately has the opportunity to select the square he wants to fill in with his team's symbol.

He is then asked a question (chosen from the list he has studied) and given the opportunity to answer it. If he answers correctly, symbol of his side, "X" or "O", is placed on the flannel board in the space he selected and he receives a small cash award—usually twenty-five or fifty cents.

Game continues until one team has arrived at the conventional straight-in-line arrangement of its symbols. Like its national television counterpart, "Tic-Tac-Dough", choice center square carries with it a more difficult question and pays off with bigger money. Also, like the TV game, "Tic-Tac-Jac" awards a cash prize for the winning team. Usually three or four

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games are played in such a meeting.

Successful results of such "gamesmanship"—based on the age-old desire to compete and win—has prompted Hastings to enthusiastically adopt this type of participation into its annual sales campaign.

Other Florez clients also have had considerable success in planning participative-type meetings around a game. Westinghouse Major Appliance Division found that a bingo game added interest to its training meeting on laundry equipment with its retailers' salesmen. As with Hastings, questions and answers on all main selling points were sent out in advance so that salesmen had the opportunity—and incentive—to get familiar with them before the meeting. Attendance and interest were high.

Metallurgical Products Department, General Electric, used a "Cards-Quiz" called "Cards and Spades" to introduce a new line catalogue to its distributors' salesmen. Catalogues were mailed to the men in advance. They were told that all questions would be pulled from the catalogue and that cash awards would be paid. At the meetings—which were voted "most successful in many years"—salesmen could refer to the catalogue for the answers if they needed to do so. Result? This issue of the catalogue was better understood by the salesman than any other in the department's history!

These are only a few of many examples where "gamesmanship" has built attendance, developed increased interest, and helped the leader get uniformly high audience participation without being a professional conference leader. In some cases, the entire meeting was built around the game and in others the game was simply an interest-rouser or a high-point in the meeting program.

So, to make your meeting a bit more effective—take a tip from our English friend, Mr. Potter, and put "gamesmanship" into your next one!

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Vice President and General Manager

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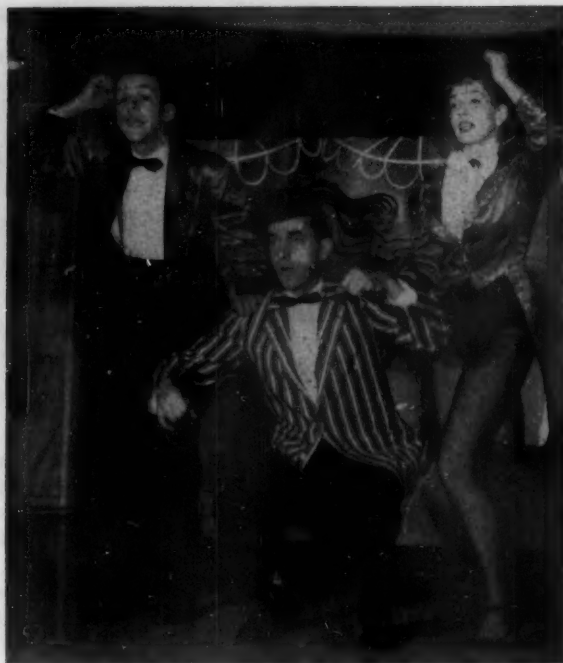
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MISS AUDRE JOHNSTON gets help for a quick change.



PERFORMERS RIDE to war in imaginary car in this scene.

Live Acts 'Sell' Dodge at Auto Shows

Auto makers add performers to static displays to capture audience attention. Used in Detroit and Chicago, trend may expand. Dodge "production" can be packed into station wagon and go anywhere.

AUTOMOBILE manufacturers are injecting new life into their auto shows for the general public. To dramatize their products, the auto makers are calling in live entertainers who build their acts around glittering new cars, spelling out their sales features in song and dance.

For years auto makers have been using Broadway performers—and professional producers—to stage the so-called announcement shows, introducing new models to auto dealers and their salesmen. But these dealers shows—staged weeks before new models are unveiled for the public—are intended to dramatize the best selling points and happen only behind doors closed to the consuming public.

Only recently did auto producers decide to do something of the same thing at the big public auto exhibits

put on in Detroit and Chicago. Thus, these public shows, once little more than a long lineup of shiny new chassis, are taking on a new look, a la chorus girls, clowns and comedy.

► Among the forerunners of this new trend is Dodge, whose live program at the Detroit Auto Show last December had some competing exhibitors in a tizzy before they hustled up some shows of the same order. By the time the big auto display moved to Chicago in January, nearly everybody was in the act.

Showman Verle Bogue, manager, Wilding Picture Productions, Inc., industrial show department, and a veteran of many auto dealer shows, explains, "A live show is received better, remembered longer, and gets a better reaction. People speak for

the cars instead of the cars 'speaking' for themselves.

"A live show attracts an audience, and then creates a good feeling while putting the message across and creating interest," Bogue says. "It also entices people to stick around after the show to look at the cars.

"Publicity value should not be overlooked, either. A live show gives the exhibitor something different to talk about and provides colorful photographic material. And when reporters write their auto show stories they tend to mention the unordinary."

Dodge show, produced by Wilding, is an example of how entertainment replaces a "hard sell."

"Purpose of the Dodge show was to inform the public and attract attention to the Dodge display by presenting, in an interesting, entertaining and dignified fashion, the history of Dodge," Bogue says. "Company wanted highlights of its milestones worked into the script in such a way that it would not only indicate the progressive advances of Dodge but also convey the idea of Dodge tradition and continued acceptance."

Out of conferences between Dodge

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GAINSBOROUGH ROOM	25	40	30
CHIPPENDALE ROOM	90	150	120
THE BATH	50	75	65
SARAH SIDDON'S WALK	200	250	250
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and Wilding came the decision to accomplish this purpose with a revue-type show including constant activity and rapid costume changes. It was planned that through pace and material the show would attract attention and elicit pleasant audience reaction, while simultaneously giving the audience a thumbnail sketch of Dodge through patter, music and narration.

Specifically, Wilding was to produce a compact musical vignette of about 10-12 minutes duration with a cast of three. Show was to be directed to the general public—a Wilding “first”—at auto shows within the confines of the Dodge exhibit.

The display covered sufficient area to exhibit eight cars, as well as a convertible on a turntable. At show time, the convertible was driven off the turntable, which became the 36-inch high stage.

In Detroit the stage was backed with a wall and in Chicago it was backed with a curtain. The dressing room was a set six by eight feet which was rolled onto the turntable-stage at the beginning of the show. Set's wall-background was painted in circus motif, colors harmonizing with the display. Behind the wall were hooks for costume changes.

Lighting was rudimentary—that used in the building and in the display. But sound was a big problem. Noise came from every direction—from the milling crowds and from other exhibits. A microphone was set in front of the act and speakers located in strategic positions to direct words and music into the audience's ears.

► The cast consisted of a pitchman and a boy and a girl, each a versatile actor, singer and dancer. A piano, saxophone and drums provided music. The girl had a dresser. There was one stagehand. Jim Dexter of Wilding directed the show and doubled as stage manager.

Original script of “Hear the Story of Dodge,” written by Wilding staffer Dave Blomquist, covered Dodge's history, “firsts,” and new features—leading into after-the-show sales talks by prospects buttonholed by salesmen.

Show began with the blazer-coated boy calling the crowd together with a circus-type pitch. After an introduction in words, music and dance, Dodge's history was delineated in similar format.

In the part about Dodge's founding in 1914, for instance, the boy and girl donned dusters and caps.

“... How'd the people get anywhere?” the girl says over rhythm.

“They just used a pony or a mare,” the boy replies in similar fashion. “It

sure did save on taxi fare. They just walked and used shoe leather. Then the car came out. Dodge brothers put their heads together.”

Script takes Dodge history through the Roarin' Twenties (with the Charleston and flapper dress and raccoon coat), the 1930's (Continental, formal gown and tails), the 1940's (bebop and crazy hats, man), and the 1950's (rock 'n roll, formal and white dinner jacket) to the present.

► Features of the car are pointed out in this manner:

“Now, cats,” says the boy, in dark glasses, “these here Dodges is way gone out there man. I mean they is flyin', and they can, man. Daddy-rooneys, they got Gyromatic, s/sfe guard hydraulic brakes, and stuff so new they don't even know what to call it yet, man. Mop! This Dodge sings, it hums . . .” Etc.

During the approximate 10 minutes of show, there were 18 costume changes, each change not longer than 20 seconds. Amazingly, there was only one “goof.” Dexter tells it:

“I was helping the boy change, with our backs to the woman and her dresser. Then all at once we turned and looked at each other and gasped. Same realization struck us at the same time. The girl had ‘jumped’ a costume change. She was dressed formally for the '30's to dance the Continental when she should have had on her flapper costume for the '20's to do the Charleston. So the boy made a couple turns around the stage with ad libs while the girl changed to her flapper costume.

“The audience loved it. They thought it was part of the act.”

Over-all the shows ran smoothly, Dexter says, though occasionally something minorly disconcerting would arise. (Such as kids who returned to performances so frequently that they learned the lines and repeated them with the actors.)

Wilding staged 120 performances, six a day, scheduled so that they would not conflict with other acts, for 10 days at each of the auto shows. The act could be staged again anywhere. It is so portable that cast, props, and set fit into a station wagon.

► Bogue estimates that approximately 80% of the some 500,000 persons who attended the Chicago auto show saw the Dodge act. People would shop the various acts and then assemble about 15 minutes ahead of Dodge show time. Other acts also came over to watch. At Detroit, within two days after opening, other exhibitors, recognizing the success of Dodge's show, added live acts of their own. ♦

Inside Story on a Customer Congress

Millwork manufacturer needed some quick answers on what products to change, what new products to introduce, what ad policies would be best for customers. Solution: a congress of customers. Here's how Silcrest Co. planned it and how it worked.

By JOHN EVANS

Sales Manager, Silcrest Company

IN DECEMBER, Silcrest Company, Wausau, Wis., millwork manufacturer, decided that it needed answers to some questions before making major policy changes in 1959.

We had to find out whether to introduce changes on certain products as well as to come out with brand-new products. We had to formulate advertising policies that would do our customers the most good. We had to find out how far our customers would cooperate in bearing the expense of literature and other sales aids. And we had other problems.

Then we got an inspiration. What better source for answers could we have than the customers themselves? This was the beginning of "Crestorama '59," a customer congress of some of the largest building supply dealers in the country. Silcrest began to make plans for a three-day convention to be held at the Edgewater Hotel, Madison, Wis., Feb. 10-12.

Why the Edgewater Hotel in Madison when our plant is in Wausau? Main reason was the proximity of Forest Products Laboratory, a \$5-million wood research plant two miles outside of Madison. The laboratory is a project of U. S. Dept. of Agriculture and we knew that our customers would be interested in the latest research techniques on wood and wood finishing. Secondly, we wanted a secluded site where we had a better chance to keep all our customers together. Edgewater Hotel offered these advantages. In addition, it is situated on the shores of Lake Mendota. Dining room and most of the guests' rooms overlooked the lake. It made a very pleasant place to have our meeting. The hotel also had two cocktail lounges where the guests could relax, a large meeting room for the entire group, separate rooms for panel discussions and all the facilities we would need in lighting, staging, sound, microphones and recording equipment.

Crestorama '59 was planned as a joint sales and advertising promotion. Early in January, James Simcik of our advertising department, and Newton Stein, Stein Advertising Agency, Minneapolis, went to Madison to make preliminary arrangements. In addition to ironing out details with August Faulkner, manager of the Edgewater Hotel and his staff, they got in a huddle with Arlie Mucks, Madison Chamber of Commerce. Mucks pledged the wholehearted support of the chamber. He was a great help to us in lining up our "Miss Crestorama," Miss Nancy Holm, and helped us to contact newspapers, travel companies, etc.

We also promoted Crestorama '59 through North Central Airlines, who offered to erect signs at the Madison, Chicago and Milwaukee airports to greet Crestorama guests. Arrangements were made with the limousine service from the airport to post signs on limousines themselves. The hotel took care of a large banner to welcome our guests at the hotel entrance.

A series of mailings were spread over a three-week period to keep dealers stimulated. North Central Airlines sent travel cards to our guests to facilitate moving of baggage from plane to the hotel. Of course, during all this time, our salesmen on the road were "talking it up" and urging our customers to be at Crestorama.

We had a photographer to cover the event. He took over 200 pictures in the three days. Later, we sent photos to guests, press and trade papers.

We wanted a "name" speaker, preferably affiliated with the building field. We arranged to get Buckminster Fuller, world-famous "dome" architect and president of Geodesics, Inc., Raleigh, N. C. Fuller's fee was \$500 plus expenses but we felt it would be well worth it if it meant better attendance.

Then we went about preparing the

format of the three-day affair. In addition to speeches by our top management, we lined up K. B. Willett, vice-president, Hardware Mutuals, Stevens Point, Wis., to speak on "Are There Slivers in Your PR?" Dudley Redfield, Research Analysis Division, F. W. Dodge Corp., was signed to speak on "Are You Getting Your Share of the Market?" Gordon Lawler, editor, American Lumberman magazine, agreed to speak on "Dealer Opportunities in 1959." Donald F. Laughnan, research scientist, Forest Products Laboratory, was to speak on "What You Should Know About Wood."

To help us get answers to many questions, we prepared a questionnaire for our customers to fill out. This was given out right after the speech of L. T. Riordan, Silcrest president, who touched on many of the questions in his talk.

We wanted every minute of the day planned. As we saw it, we were going to considerable expense to stage this affair and we wanted both ourselves and our customers to get the most out of it. What we didn't want was for our guests to leave the hotel during the day. Our coffee breaks and relaxation periods were, therefore, short. We wanted our guests to realize we were here for business.

► We worked a series of panel discussions on different topics into the program. These panels were headed by outstanding men in the field and some of them were our own customers. As it turned out, these panels provided some of the most valuable information of the entire event.

To kick off each panel, moderators gave a five- to 10-minute talk on the panel subject. Following this, the entire group split up to attend panels of their choice. When registering at the hotel, each guest was asked to fill out a form to indicate his first, second and third choices of panels. Just before

the panel groups assembled, we were able to post the room and panel assignments for all to see. At each panel discussion, we had one of our salesmen sitting in to help stimulate conversation and to record proceedings with portable tape recorders.

After the day's events were completed, we had a cocktail period before eating, and after dinner listened to our featured speaker.

Now a word about registration. All guests were given self-adhesive name plates to put on their lapels. Names were already lettered on badges. These were handed out by our hostess, a beautiful redheaded stewardess borrowed from North Central Airlines. She wore a "Miss Crestorama '59" banner and she handed to each guest a complete kit including official program, welcome information from City of Madison and the hotel, other material and paper and pencil for notes. We also gave every guest a copy of Forest Products Laboratory's handbook on wood and wood uses.

Timing, as I said before, was important to the success of the affair. We had the hotel buzz all guests a half hour before breakfast, which started at 8 o'clock. Except for breakfast, menus offered guests two choices

—either fish or meat. We had no complaint with this arrangement and the catering was handled very well. On the first day we had some introductory speeches at breakfast, during which Robert Zimmerman, Wisconsin's Secretary of State, gave the official state welcome.

We engaged the services of a secretarial service to record every word of Crestorama '59. Some 200 type-written pages of copy resulted from recording the procedure of the first day alone. One panel discussion lasted about an hour and took 40 pages. This was not cheap service. It ended up costing us about \$400. However, we felt it was well worth the money because now we had a permanent record. Cost not only included recording but transcribing the entire event as well. It took about a week to get the complete transcription.

In addition to banners at the airport, on limousines, hotel marquee, lobbies of the airport and hotel, we made up about 25 signs, one by two feet. On these we had slogans lettered such as: "It's Crestline in '59"; "This is your biggest year with Crestline"; "Sell more Crestline in '59." These signs were posted throughout the hotel in and outside of elevators, on walls, in lounges, stairways and wherever our guests went and congregated.

► Weekend before the affair began, we all heaved a deep sigh of relief and were confident that all details and arrangements had been made and we were well prepared for our guests. Lo and behold! On Monday morning as we began to pack for the short trip to Madison, a snow and sleet storm descended on the Midwest. On checking with the airport we were notified that this condition existed throughout most of the country and all planes were grounded indefinitely.

We left Wausau at once by car with feelings of foreboding. On arriving at Madison, we found the airport closed. Telegrams began pouring into the Edgewater from many of our guests some of whom were stranded hundreds of miles away from home. We advised all of them to take the next plane, bus or car, or what have you, and do their best to arrive by evening or early morning on Tuesday. On Tuesday morning the conditions hadn't improved. Planes were still grounded and flights were cancelled at least until afternoon.

One of our good dealers from Baltimore, coming by way of Chicago, was unable to land in Madison and was taken to Minneapolis. There he got a train at 11 p.m. on Monday evening, transferred in the middle of

TIMETABLE

Promotion to Customers

Jan. 7 — Kickoff letter

Jan. 9 — Color postcard from Edgewater Hotel

Jan. 12 — Broadside

Jan. 14 — Another broadside

Jan. 15 — Formal invitations with return cards

Jan. 16 — Letter to outline ways to travel to Madison

Jan. 20 — Letter from North Central Airlines

Jan. 21 — Letter and booklet from Forest Products Laboratory

Jan. 23 — Program of three-day event

Feb. 1 — "C-Notes" (house organ) devoted to Crestorama and mailed to entire list

Feb. 3 — Thank-you letter to guests who had made reservations

Feb. 4 — Letter with return card asking for method of transportation and time of arrival.

Feb. 5 — Reminder letter asking guests to be sure to make hotel reservations.

the night in a backwoods crossing in Wisconsin and arrived at 6 a.m. Tuesday morning. He shaved and came down to breakfast joking about his experience.

Matter of fact, we were simply amazed at the turnout we got in spite of the elements. Only about 15 or 20 of our customers were unable to attend.

Everything went along beautifully and our meeting was a complete success in spite of the weather. Our guests complimented us at the thoroughness of our preparations and we were glad that we had spent so much time on details. Many of our customers accompanied us to the plant on Thursday and we took them on a tour.

Our cost for the entire event was about \$4,000, and in publicity and goodwill, not to mention valuable answers we received to some very important questions, we feel that it was well worth it. In fact, we are making plans for Crestorama '60. ♦

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These assets represent a sales incentive package with a double-edged appeal: assurance of value received to those who plan sales incentive programs, and the promise of a wonderful vacation to those who participate.

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For more information call or write Richard H. Frey, General Sales Manager



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Chicago Office: SU 7-1563
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HENRY M. HAASE
President
York Division,
Berg-Warner Corp.

Don't Push Your Wife Into a Convention

Star of Broadway play about a convention gives her views on the role sometimes thrust upon wives. Her advice to husbands: "Don't pretend it's social life when it's really business."

By CELESTE HOLM



IF YOUR WIFE enjoys a convention, hooray! If she doesn't, don't push her into it.

Within the last few years corporations have discovered that wives can have a lot to do with the success of a convention. Husbands' attendance at meetings improves and sessions are

more businesslike, say the corporations. Delegates are more alert, more attentive and more receptive when wives go along.

But some corporations have gone overboard! They demand that wives attend and the impression a wife makes at a convention may have a

lot to do with her husband's success and advancement in the company. Pressure to make a good impression may turn a convention into a nightmare for some wives. And if a wife is afraid of making a bad impression, she'll make one, all right.

My present Broadway play, *Third Best Sport*, by Eleanor and Leo Bayer, is an example of this kind of thing. Scene takes place in a suite of a Florida hotel where a convention is going on full blast. I play the part of Helen, wife of Douglas Sayre, general manager, Norse Wagner Co. Helen has been married for only two weeks. This is her first convention and her first taste of business life.

A big sales deal hinges on a cocktail party Doug and Helen give for Mr. and Mrs. McHenry. (McHenry is a prospect for Norse Wagner's new "Turbojet Control.") One of the wives gives Helen advice on how to act with Mrs. McHenry. "Whatever she says—agree with her. Whatever she wants—give it to her. Whatever she thinks—you think so too. In fact, you think so twice as much. You mustn't be intellectual, honey. You must be 'real people.' Now the first thing to remember is to act gracious. Whatever the McHenrys say—be fascinated. If they talk about their aches and pains—ooze sympathy. Be sure to say something nice to everyone you meet."

Of course, like many a typical wife, this advice goes against Helen's grain. In the play she rebels against acting



CELESTE HOLM and Andrew Duggan portray Mr. and Mrs. Douglas Sayre in "*Third Best Sport*". She has just returned from Sobering Up Room, company promotion at convention, where she goofed—served bourbon instead of coffee.

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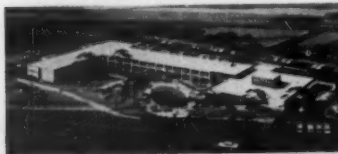
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Managing Director

THE Jefferson HOTEL

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in a manner which she finds dishonest. This causes conflict between her and Doug. She says to him, "You mean just sort of pretend on the surface, and stay myself underneath? Like a jar labeled maple syrup—but it's really motor oil? There's a Federal law. If the jar says maple syrup, it's got to be maple syrup."

In another part of the play she says, "Look, Doug, I know that some people can look and act one way and feel another, but I just can't. If I have to pretend the way I feel, I just get all unfocused."

John Wagner, president of the company, loses no time in telling Doug how he feels about Helen. "The company's helped you on to a brilliant career. We have a stake in you, and it has to be protected. When you chose a wife you should have been guided by what is good for us. If only you'd come to us before you went into this marriage—our psychiatrist could have spotted trouble ahead. Personnel assured me that Marge would help Chuck (assistant general manager) go right up the ladder. They could tell just by showing her a few ink blots."

Helen tries her best. But true to her own prediction she gets "all unfocused" and bollixes up the party.

She might have been able to swing it if she hadn't been forced into unnatural behavior. A person can do many things in life that are difficult and demanding as long as there are other times when the pressure is off.

But Helen doesn't have one moment when the pressure is off. If she isn't entertaining, she is supposed to be at some scheduled event for wives!

It upsets her, too, that her husband doesn't have any free time. Everything is business. One character in the play puts it this way: "You used to trade eight hours for a salary, now you're trading 24. You used to have an office life and a private life—now you have only a company life. The corporation used to want your sweat—now it wants your souls."

This play is a comedy and appeals to everyone on that basis. Of course, incidents are slightly exaggerated. Yet, what makes something funny? In many instances, as in this one, comedy is based on truth.

Many corporations force wives into similar positions. Some wives enjoy

this type of double life. Others don't. If your wife doesn't, don't force her into it. She'll make a worse impression than if she doesn't go at all. Let her do as much as she can enjoy but don't ask her to do anything she doesn't feel capable of doing.

Many times at these conventions you have to act as though the people you meet are going to be your best friends. This is ridiculous. Don't pretend it's social life when it's really business. Entertaining for business is fine as long as you're not kidding yourself as to why you're entertaining.

Business is business and should be kept that way.

I am a person who believes in the sanctity of the home. A man's home should be his castle. During a 24-hour day there should be a period when the door is closed to all business. A man will produce more for his company on Monday if he can relax and do something of his choice on Sunday.

It's your wife's job to keep your home your castle. If she wants to tag along to your convention, well and good. If she doesn't, let her stick to her main job. ♦

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How to Master The Art of Reading Speeches

12 Tips on How to Train Yourself to Read Aloud Well

By JAMES F. BENDER Ph.D.
James F. Bender & Associates

HAVE YOU NOTICED how often sales executives read to their audiences at a convention or sales meeting? When they read well, they make a real contribution to the success of the program. When they read ineptly, they make a poor impression; the audience is bored; the program sags.

As an executive, you owe it to yourself to master the skill of reading aloud well—whether a speech before a convention, minutes to a committee, or a report to a sales meeting.

The late F. D. R. was a superb oral reader—not a great or even a good extempore speaker. He read his manuscripts as if he were chatting with you around the fireplace. His “as if” approach in reading aloud made people think of him as a great public speaker.

Now the two chief aims of the sales executive who wants to be a skillful oral reader are:

1. To make the matter easy for his audience to understand.
2. To hold the attention of his audience.

When you achieve these two aims, you need not fear boring others with your reading. In face-to-face situations, your reading is both pleasant to the ear and eye of the listener. Surveys indicate that audiences prefer to listen to excellent readers than to poor public speakers. Incidentally, one of the best ways to become an excellent public speaker is to master first the art of reading aloud.

Let's assume you have paid little

attention to the technique of reading aloud. How much time will you have to spend to master the 12 suggestions that follow? Two weeks—if you have no unusual sight or speech handicaps. But you must practice at least 15 minutes a day for each of the 14 days; preferably, the same time every day, such as after dinner. (Certainly, a stingy price for such a useful—and for many—a most valuable skill!)

So, let's turn to 12 suggestions to become a skillful oral reader. You may want to use the suggestions simply to check up on your present oral reading habits. Or, you can use them to train yourself to read aloud in a masterful way—starting from scratch.

1. Read the matter silently before you read it aloud. Make sure you know the meaning and pronunciation of every word. If you don't, consult a good dictionary. As you grow in skill in reading aloud, you won't have to read the matter silently beforehand. In the beginning, it's necessary to do so. Later on, optional—depending on your skill and confidence.
2. Read from a standing position first. Stand tall; chest high—to lift it off the diaphragm for easy breathing; hands at sides between gestures.
3. Put your reading matter on a lectern. If you don't have one, here's an idea for a useful makeshift: Turn a waste-paper basket upside-down on a desk or table. It comes to just about the right height.
4. Practice before a mirror—large as possible. A full-length mirror is

ideal. If you practice in your bedroom you may have a full-length mirror on your closet door. Put the table (with the upside-down waste basket) before it.

5. Before you begin to read, appraise or survey your make-believe audience. You do this by looking into the mirror. Let your eyes travel to encompass your entire audience. You do this to get attention; to establish your authority over the audience; to get set.

6. Announce the title of what you're going to read as part of your introductory remarks.

7. Read communicatively. This means glance up at your make-believe audience as often as you can. Favor a different part of the audience each time you glance up. This maintains your contact with everyone in the audience. It allows you to supplement your words with meaningful facial expression, too.

As you practice you'll notice that you'll look up increasingly often—and for longer periods. Reason, of course, is that your eye-span for phrases, clauses, and sentences will expand. This is very desirable. For an audience of one or many gets bored with the reader who keeps his head down—his nose in the manuscript.

8. Read conversationally, not in a wooden way. Here a voice recorder is of great help. Your aim is to make the reading sound like talking. And so you'll vary your tempo and your voice—just as you do in lively conver-

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sation. If you read your own manuscript, write it in conversational style, with interjections, "you attitude," etc.

9. Now take up your manuscript or book and—at the end of a paragraph—walk out from behind the lectern. Stand still, survey the audience, and start to read again. (Don't hide your face with the reading material.) This is a bit of showmanship—a comfortable break for you and the audience too—especially if you're reading a long piece. (You can't do this, of course, if you're reading before a stationary microphone.)

10. Keep your place in the reading matter so you won't lose it as you glance up. One way to do this is to keep your thumb in the margin—opposite the line you're reading.

11. Now, practice from a sitting position. Look up at the audience in the mirror as you read. Assume again that you're reading to a committee

or panel around a table. In the course of your reading, glance up at every member present—not in successive order; skip around as you do in a conversation circle.

12. Mark up your manuscript to get the most out of it—to make it easy to read. If it's a formal presentation you're reading, have it typed triple-spaced, four spaces between paragraphs. Use capitals generously. Allow several spaces between sentences. Indicate pauses, special emphasis, even gestures. Use any indication to help you—colored markings, etc.

► Here then, by practicing these 12 suggestions, is a way to read aloud well. Result, more personal confidence before an audience and added competence. When the sales executive reads aloud well at his own sales meetings, he provides his salesmen with a good model. They'll admire him for it. ♦



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FIRST STOP on circular tour route is to hear about function of machine valve.



SALES ENGINEERS get in position to wait for first visitor who wants to go on circular tour at exposition.



Crown Goes 'Round



ITS ENGINEERS went around in circles at a recent exposition and Crown Cork and Seal Co. wound up with a half-a-million dollars in sales plus a substantial list of leads.

Crown calls it "Planned Formation Display Engineering." Basically, it's a 15-minute guided tour of a new bottling machine, Cem Uni-Blend 10-40. Tour was used at the 1958 International Soft Drink Industry Exposition, Atlantic City.

When planning their exhibit, Crown officials aimed for extra impact. An attractive display was not enough to attract the number of prospects they wanted.

They came up with the tour idea. It got the right results. Equipment was demonstrated to more visitors than ever before and they were pleased. They obtained more information in less time.

This is how it works: As a visitor

approaches the exhibit, he is greeted by one of several sales representatives stationed in an outer circle around the machine. The representative takes him to the inner circle where sales engineers are guiding groups of visitors around the machine.

The representative introduces the visitor to an engineer. Visitor joins engineer's group and is ready to start his tour. Because each engineer travels continuously around the machine,



ENGINEER EFFECTIVELY explains another feature. Training for engineers started two months before show.

in Circles

Circular tour of operating bottling machine pays off at exposition to tune of half-million dollars. It took three days to train salesmen and engineers to conduct tour and perform effectively.



AFTER COMPLETING the cycle, visitor considers buying the equipment.

it does not matter where an individual comes in. He will still complete the cycle.

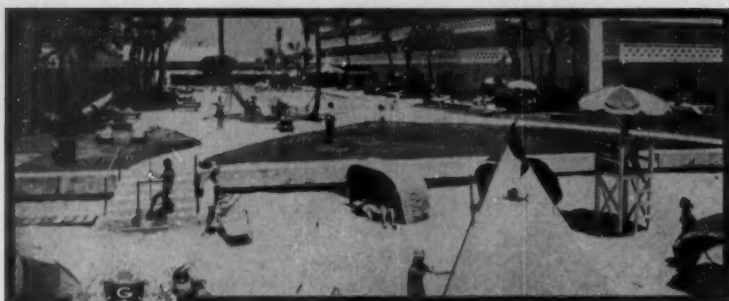
Sequence of the tour goes like this: Machine is turned on for five minutes. During this period each engineer with his group in tow, circles machine clockwise while explaining individual features. Next comes a 10-minute downtime when engineers are free to break formation. They answer questions and explain those parts best un-

derstood when machine is not in operation. At the end of 15 minutes, tour is complete. Engineer then returns to position he occupied when machine was running and he is ready to start next 15-minute period.

Visitors accompany engineers around the circle until they reach their starting points. It does not matter if a visitor joins a group after the five-minute running period; he sees the machine in operation somewhere

in the middle of the 15-minute tour instead of at the beginning. Because each engineer has an ever changing group, visitors can come and go without embarrassment.

If a visitor shows buying tendencies, he is escorted back to a representative. Business is conducted in private office spaces provided at rear of exhibit. Since top Crown executives from president on down are present, no decision is too great.



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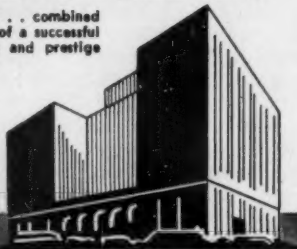
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George Washko, Manager
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Briefing for Crown's top engineers and representatives began two months before exhibit opened.

Engineers became familiar with the bottling machine through explanatory literature and a scale model. Final briefing was a three-day cram session—night sessions, too—in Atlantic City three days before the exhibit. Here, every conceivable question was asked and answered. Dry runs were held. When exhibit began, engineers could answer technical questions on any feature of the machine.

Salesmen in all six regions compiled lists of their personal customers who were coming to the exhibit. These lists showed equipment presently in customers' plants and features they would probably be interested in. Lists were sent to headquarters where a master list was prepared and given to representatives beforehand.

Thus, when one of these customers gave his name at the exhibit, in all likelihood the representative knew who he was. The customer would then be handed over to a representative who was familiar with his section of the country. If the name wasn't familiar, the representative could check the list available at exhibit for necessary information.

Number of representatives and engineers on duty varied—depending on time of day when exhibit was busiest. Ten of each was average. When tours were exceptionally crowded, last visitors to arrive were taken to back of booth where a table with company literature was set up. At the ends of the table two pieces of auxiliary equipment were shown, Cem Tri-O-Matic cooler and compressor-condenser.

Big part of the exhibit's success was its 360-degree coverage in both inner and outer circles, according to

Crown officials. Prospect could approach exhibit from any direction and a sales representative would be on hand to greet him. No matter what feature of the machine he was interested in, the visitor could be taken directly to that point where an engineer was always stationed. If the visitor had no particular preference, he was directed to the point where by pre-arrangement each engineer started his cycle.

Of course, this complete coverage was possible only because of the type of machine exhibited; not every exhibit would lend itself to this technique. Crown used a slight adaptation

at Dairy Industry Exposition, Chicago—180-degree coverage instead of full 360-degree.

Crown is so pleased with results, it plans to use the same technique in next year's show. Only change will be to increase space at rear of booth. Although enough space was available at the previous exhibit to prevent a bottleneck, it was a little on the tight side. Space was ample in front of the exhibit.

Crown officials aimed for an exhibit with extra impact. They not only hit the target, they hit the bull's eye—worth half-a-million dollars in sales.



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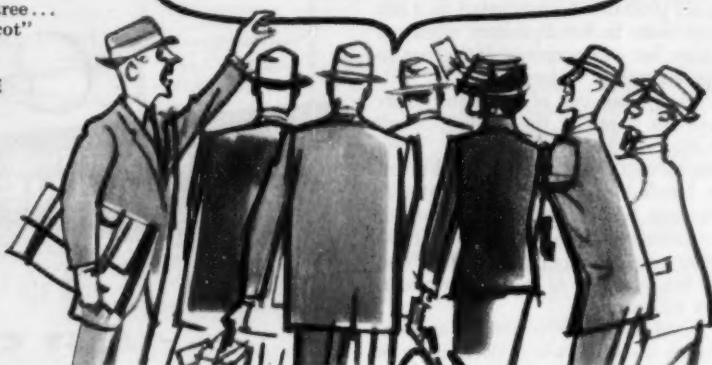
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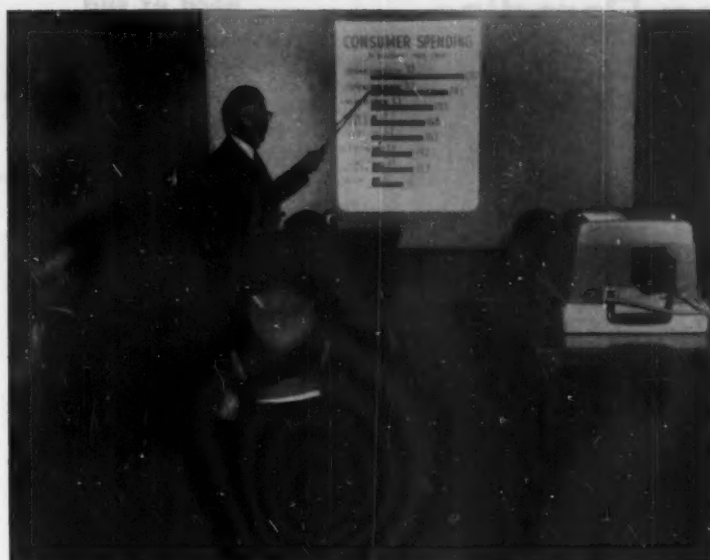
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Say It with Pictures (on 35mm slides)

Because it is low-cost, is fast to produce and makes a colorful presentation, the 35mm slide grows more popular. Here are some tips on how to prepare color slides and use them with your talk.

By M. C. WILLIAMS
Director of Advertising, Bausch & Lomb Optical Co.

EIGHTY-THREE PERCENT of what we know comes to us through our eyes, Better Vision Institute tells us. This seems like a reasonable figure. We are all prone to remember what we see and to forget what we hear.

And yet, every day of the year, countless speakers throughout the world will get up on their hind feet to tell their stories without a shred of pictorial evidence. Why? Simply because it is easier and faster to develop an unillustrated talk. A speech may be spontaneous or ad lib. An illustrated talk must be prepared.

To be sure, sales people are well aware of the effectiveness of the visual presentation. For years, they have used motion pictures, dramatic

skits, posters, felt boards, flip charts, slides, and various other devices in an effort to make their stories interesting and rememberable to their audiences. All these visual devices have merit.

In our estimation, however, the increasingly popular 35mm color slide is deserving of top honors in the audio-visual field. It is easy and fast to produce; it makes for a colorful presentation; facilities for production and projection are readily available.

Let's consider the advantage of the slide presentation for sales meetings, trade shows and conventions. More particularly, let's review advantages and development of the slide talk.

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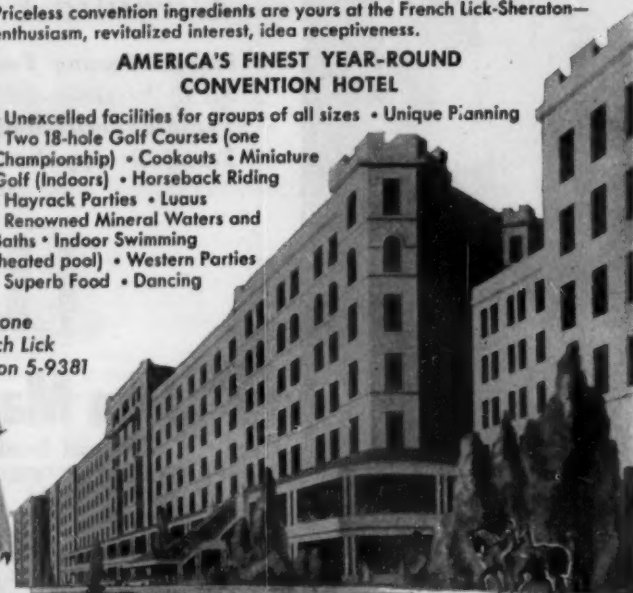
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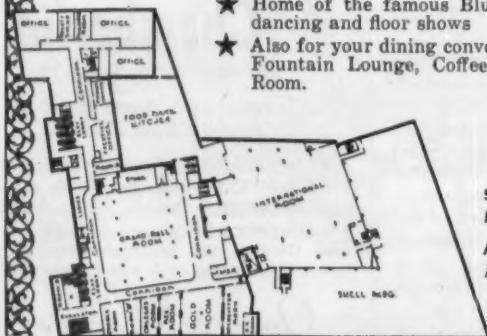
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nomical of all visual methods. Slides (35mm) in Kodachrome or Anscochrome cost perhaps 15 cents each to produce. While the slide talk cannot attempt to take the place of a color movie, it is certainly a reasonable and acceptable alternative available at an exceptionally modest cost.

A slide talk provides a visible outline for both the speaker and his audience. Thus, it is a wonderful crutch for the inexperienced speaker. While the audience is looking at the screen, the speaker can refer to his notes freely if he so desires.

Slide talks can be produced easily in multiples. Different people in different places can present the same story with assurance that substantially the same facts are being given.

For obvious reasons, organization of material for a slide talk must be somewhat different from the preparation of a conventional lecture. We must remember that we are working to a pictorial format. We should anticipate a fairly rapid pace in slide changes; pictures may be on the screen from five to 30 seconds. Nothing is more deadly than for the same picture to be shown for two or three minutes.

Thus, in preparation of your material, think in terms of the message to be conveyed and its pictorial interpretation. This is easy to do with products, product features, charts, advertising programs and manufacturing processes. It is a little more difficult to portray abstract ideas. However, as the editorial page cartoonist can tell you, even an abstraction lends itself to picturization, or salient words or phrases can be used to outline key concepts.

Production of the slides themselves presents no serious problem. They can be handled by any professional photographer, or an experienced amateur. Hand lettered cards in color work fine. Black and white photographs can be used—hand-colored or on a colored mount. Flat material is easiest to photograph if it can all be prepared in the same focus. Posing pictures—products and people—take a little more time but they are completely practical to produce.

At the time of production, it is well to ask the question, "Is one set going to be enough?" Maybe you will need several—certainly a spare set. On relatively small quantities, it is easier and better to shoot duplicate originals than to make dupes later from a "master" color set. Further, quality of color, detail, etc., of an original 35mm slide can never be equalled by a dupe.

Even though the speaker may ultimately plan to work from an outline,

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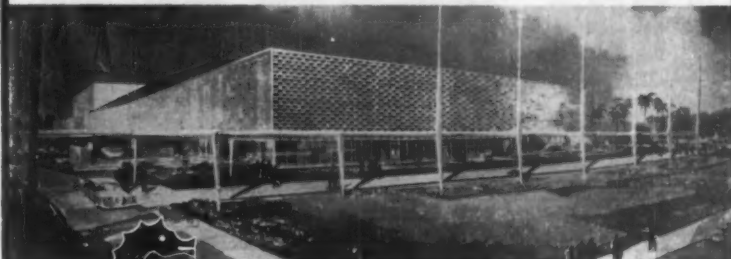
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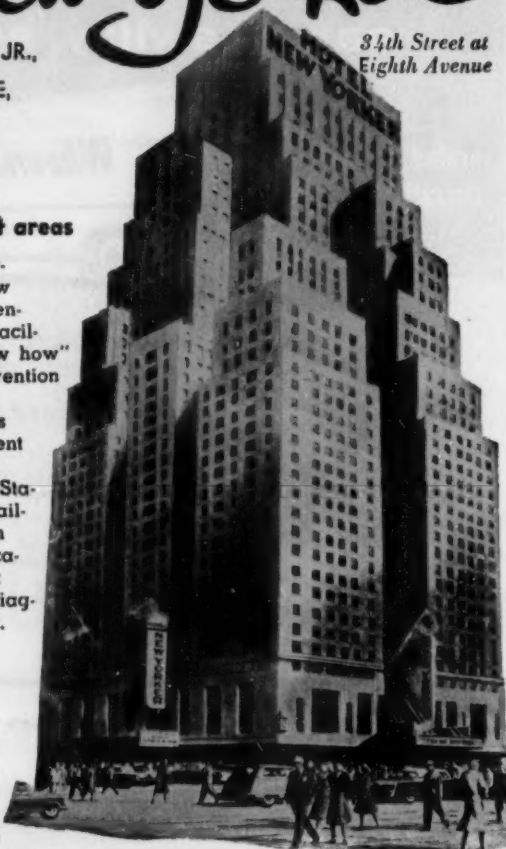
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Veterans
Auditorium.

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SAVERY . . .
a friendly
BOSS hotel

PAUL E. LEFTON
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NOW.. **NEW AUDITORIUM FACILITIES** in **LINCOLN** - favorite CONVENTION CITY of the great MIDWEST

Seats 7,000; two floors with 45,000 sq. ft. space; banquet facilities; large stage; 3 smaller meeting rooms; central downtown location.

Lincoln is easily accessible by train, plane, bus, truck, car. Hotel, motel accommodations for 3,000. Many cultural, athletic interests.

For complete details, write:

Convention Manager
Lincoln Chamber of Commerce
LINCOLN, NEBRASKA



or even without notes, a script serves a useful purpose. It helps to crystallize phrasing, to determine timing, and is valuable for rehearsal purposes.

In our use of slide lectures, we have usually found that some sort of introduction or prologue is necessary. This may be one or two minutes or five or 10 minutes. Its purpose usually is to provide background information and to set the stage for the pictures that are to follow.

A script is especially important if the same talk is to be given by different people. Although they may want to tell the story in their own words, it is essential that they have the basic facts.

Where there is to be a multiple use of a slide talk, it is well to remind your speaker in Seattle or Kalamazoo of some of the preliminary steps that are necessary for a good show.

We tell them, "Please don't try to give this talk without at least one practice presentation. This familiarizes you with the story and reveals the spots that you need to brush up. Have the screen and projector set up before your meeting. Check the projector for focus and operation. Know where the light switch for your lecture room is located; delegate someone to turn the lights off and on on cue. Make sure that the plug for your projector is not on the same switch. Carry a spare bulb for projector; there'll be no show if the only light source blows. Be sure no one trips over your wires. Face your audience, not the screen. If you plan to answer questions at the

conclusion of the talk, plant some 'openers' with a couple of friends to spark a lively discussion."

It is well to own and to use your own projection equipment. Don't depend on the somewhat questionable facilities that the hotel may have to offer.

There are several fine outfits on the market. Of course, we prefer our own Balomatic 500. It always stays in focus. It has a handy remote control cord. It is equipped with trays that hold 40 slides.

On occasion we have made a tape recording of the talk by using the services of a competent radio announcer. With a stereo play back recorder, it is easy to rig it so that the tape will trigger the slide change. Or you can do this manually on cue with a little practice.

Remember that the projection screen is like an artist's palette. It can portray a simple doodle or a great work of art. It is as flexible as a billboard or full page advertisement. It is as colorful as you wish. It will show anything that can be seen. It will say or show precisely what you want to say or show.

I don't mean to imply that a sales meeting should be built exclusively on the use of a slide projector. Other visual devices have their place and obviously a change of pace is necessary. But for a variety of uses at conventions, trade shows, sales meetings and lectures with various types of audiences, we have found the slide talk a remarkably effective medium. ♦

Show Helps Salesmen "Talk-up" Attendance

AS A SALESMAN what would you say when your customer or prospect asks why he should bother to attend Material Handling Institute's 1959 Exposition?

Institute, in hopes of boosting attendance for its show in Cleveland, has prepared a booklet for salesmen which answers this question.

Booklet summarizes reasons why your customer should want to go. It tells everything he would want to know about the show—time, date, place, activities, etc.—and it lists types of products to be exhibited, companies exhibiting, and cooperating hotels.

Finally, booklet tells salesman how he can promote the show to assure maximum returns for his company.

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Informative
24 Page
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"HOUSE OF EASE" coordinator Bill Boles holds final briefing session in exhibit booth before show opening.

Reynolds Kicks Off Big Push at Show

"House of Ease," biggest marketing program since Reynolds Wrap, is launched at Home Builders Show. First time company uses a show to start a new marketing drive. Special briefing sessions for booth personnel. Program follows successful tests in '58.

By J. C. NEELY

Director, Building Products Markets, Reynolds Metals Company

OFTEN DESCRIBED as the most versatile of metals, aluminum in recent years has found its way into thousands of applications, from glittering beer labels to moon rockets. Naturally, we have been exhibitors in a wide variety of trade shows for many years.

But recently we had occasion to use a trade show, 1959 convention of National Association of Home Builders, for the first time as the pivotal event to launch one of the biggest marketing programs since the introduction of Reynolds Wrap. Program is the "House of Ease."

New home construction represents the biggest potential market for aluminum, larger even than the potential which exists in the automotive industry.

Back in 1956, Reynolds Metals Company pioneered in the promotion of aluminum residential building products, even to the extent of building an experimental aluminum house. Since then, use of aluminum in construction has grown like Topsy. Skyscrapers, churches, schools, stores and other structures are now built of the light metal, and monumental architectural uses account for a healthy chunk of aluminum sales.

Up until last year, however, aluminum's inroads into the residential market were confined to home improvement applications—siding, awnings, storm and screen windows and doors. With exception of prime windows, amount of aluminum building products in new home construction was negligible.

During 1958, Reynolds Metals achieved a major breakthrough for aluminum into the new home market through its House of Ease program.

Working with outstanding custom builders in six key cities—Detroit, St. Louis, Wilmington, Boston, Chicago and Phoenix—salesmen of Reynolds architectural and building products division introduced House of Ease homes with complete aluminum exteriors.

Top builders were selected in each of the company's six sales regions for the test program. Using elaborate flip-overs and other aids, salesmen showed builders how the House of Ease package of aluminum building products saves home buyers up to \$6,000 in maintenance and repair costs over a 30-year period, cuts heating and air-

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You should know these surprising facts
about Chicago's incomparable

Drake Hotel before you schedule your next
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1. While The Drake is one of America's most distinguished hostelries, it doesn't cost one cent more than other leading hotels to headquarter your meeting here.
2. The Drake is "alive." Meetings go like clockwork and everyone enjoys the warm, hospitable service in a setting of luxuriant comfort.



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LAKE SHORE DRIVE AND UPPER MICHIGAN AVENUE
SUPERIOR 7-2200 TELETYPE NO. CG1586

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H. B. RICHARDSON, Convention Manager

Now \$8,000,000 new! No hotel in the midwest can match The Drake for unsurpassed convenience, location, facilities. 4 major meeting rooms accommodating up to 800, plus 16 committee rooms for functions of 12 to 300. 700 guest rooms. 100% air conditioned. May we tell you more? Phone or write for brochure.

The Prudential Auditorium

Chicago's newest
(and smartest) meeting hall!

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Prudential's Auditorium stage is a full 40-feet wide, 20-feet deep—and raised 42 inches above main floor for "vantage point" viewing—anywhere in the Auditorium. Stage lighting facilities offer 120 and 208-volt current. And, for your convenience, there's a public address system *plus* a projection booth for slides and motion pictures.

Let the splendid, new Prudential Auditorium facilities help put your next sales meeting across! For reservations, contact:

WHITEHALL 3-2800, EXTENSION 261

For smaller meetings, the Prudential Building offers convenient Conference Rooms on the 2nd and 19th floors... accommodating up to 50 people.

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Rendolph, just East of Michigan Avenue



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- Edward Hines Lumber Company
- Ford Motor Company
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- American Steel Foundries
- Needham, Louis & Brorby
- Commonwealth Edison Company



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*Combining PLEASURE with business!

Combine convention business with gay resort life... put enthusiasm into each delegate, each group meeting.

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- A complete convention staff with a member detailed to your affair at all times.

PLUS deep sea fishing • golf • tennis courts • Olympic salt water pool • beach club • shuffleboard • sun deck • cabana colony • cocktail lounges • nightly entertainment.

PLEASE REMEMBER — at the Palm Beach Biltmore you, and every member of your group, will receive the ultimate in accommodations and service. Hospitality and interest in your gathering and its problems is our business!

For further information, please write, wire or phone—L. E. Ames, Director of Sales, Palm Beach Biltmore, Palm Beach, Florida.

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Outstanding
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CHARLES W. STITZER
President



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and Personal Attention.

Telephone 4-8191



DAVID F. BEARD, general advertising director, and Richard E. Dysart, building products advertising director, make final check of taped message in booth.

conditioning costs, provides more time for leisure.

They explained how the company's advertising experts would work with the builder's agency to map out local campaigns to tie in with national House of Ease advertising. The builder was given a complete kit of merchandising aids including dramatic displays for the model home, product identification stickers, mobiles, directional arrows and brochures. Salesmen also pointed out how Reynolds public relations department would provide assistance to set up press previews and handle publicity. And they described how Reynolds would provide help to coordinate the flow of aluminum materials and educate workmen in application techniques.

Once builders signed up for the program, Reynolds followed through at every level. In some cases salesmen even clambered up on roofs and worked shoulder to shoulder with applicators who were strange to aluminum roof shingles and other aluminum products.

Salesmen and specialists in the various fields, under the direction of Bill Boles, coordinator of the House of Ease program, held meetings for the builder's salesmen to show them how to sell aluminum and deal with questions about the metal.

We are told that, all in all, it was one of the smoothest and successful promotions of its type in the history of the home-building industry. Each of the builders in the six test-market locations put up a display model of

House of Ease beside a conventional model of the same design. Homebuyers were offered a choice between the two. Despite the fact that the package of aluminum products increased the home-buyer's initial cost, an average of seven out of 10 homebuyers chose to pay more to get the aluminum house and its long-range benefits. And even more important, builders discovered that the House of Ease concept helped sell more homes faster.

Toward the end of the year, it became apparent that we had a terrific success story to tell to builders, fabricators and distributors of aluminum building products. And, on the basis of this test-market, the company decided that in 1959 we should go all-out with a nationwide House of Ease program. Target: House of Ease builders in the 160 cities which account for 80% of the nation's new-home construction.

Our company has been an annual exhibitor for a number of years at National Association of Home Builders convention. Each year the show, biggest in home-building industry, draws some 30,000 builders, housing officials and manufacturers and dealers of building products to Chicago for a mass exchange of new ideas.

We decided to capitalize on this concentration of builders and housing interests for an all-out presentation of the House of Ease program. Objectives were to:

1. Broadcast the success story of the 1958 Reynolds House of Ease program.

Everything for Conventions

Make your next convention the success that will keep them talking all year . . . use the ample facilities and the well-known charm of "The Dixieland Riviera" . . . 4600 rooms in modern beach-front hotels and motels . . . meeting rooms for 20 to 1500 . . . banquet rooms seating up to 800 . . . Golf on 5 of America's finest courses . . . Swim, fish, visit historic spots here where the deep South began in 1699 . . . 60 minutes from New Orleans or Mobile . . .

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MISSISSIPPI'S Gulf Coast

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Please give me your complete convention story.

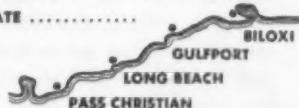
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small, your meeting is of major
importance to a Doric hotel.

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Meetings to 500; banquets to 350.

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Meetings to 300; banquets to 200.

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Banquet, meetings to 350; catering
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Meetings to 1000; banquets 400.

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On the sea. Pool, sports.

PALM SPRINGS! Now—outstand-
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Doric OCOTILLO LODGE

Small meeting facilities and excellent
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MAJOR NATIONAL CREDIT CARDS ACCEPTED

BEEN TO RUSSIA?

This summer you have an oppor-
tunity to see Russian reaction to
our way of life—as presented in
American National Exhibition in
Moscow. You can go to Russia
with the editor of Sales Meetings.
For details, see page 83.

2. Announce the 1959 program.

3. Identify the company with lead-
ership in the field of aluminum build-
ing products by reviewing its pioneer-
ing activities in the field.

4. Pave the way for efforts by
Reynolds salesmen to interest build-
ers in the program.

The advertising department pre-
pared an unusual exhibit which ac-
tually took the form of the facade of
an aluminum House of Ease with all
of the aluminum products, from roof
shingles to door and siding.

A special panel featured color trans-
parencies of the House of Ease in
each of the six test market areas, with
a telephone receiver attachment.
When an exhibit-goer picked up the
receiver, he heard the builder describe
his experience with the House of
Ease. At the same time, the color
transparency lit up.

An outline of our record \$2.5 mil-
lion dollar 1959 House of Ease adver-
tising program, a special House of
Ease brochure designed to interest
builders and architects, revised flip-
over presentations, and other sales
aids and brochures were prepared for
use of salesmen who would man the
booth and the company's hospitality
suite at the show. These materials
also would be used by salesmen in
the field throughout the year to sell
builders, fabricators and dealers on
the program.

Meanwhile the public relations
department, after checking out the
convention agenda with N.A.H.B.
officials in Washington, arranged a
gigantic press luncheon at the show.

At the luncheon, David P. Reyn-
olds, executive vice-president in
charge of sales, reviewed the success
of the 1958 program and announced
the 1959 program to the more than
100 representatives of the trade and
consumer press who attended. Hon-
ored guests included 1958 House of
Ease builders, Nels Severin, N.A.H.B.
president, and Albert M. Cole, for-
mer administrator, Housing and Home
Finance Agency, (who has now joined
Reynolds), and other leaders from vari-
ous sections of the home building in-
dustry.

Reynolds own regional architectural
and building products sales managers
and other sales personnel flew in for
the event, which was a stimulating
kickoff for their 1959 selling sales
activities.

Colorful aluminum foil press kits,
containing complete information and
photos on the House of Ease story,
together with samples of aluminum
used for some of the building prod-

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First Choice for SUCCESSFUL CONVENTIONS

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maxed by Trimble Hall—provide
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400 spacious rooms, each with tub
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music for dancing twice daily.

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Vice President & General Manager

ADA TAYLOR
Director of Sales
Telephone Atlantic City 5-1271

**THE SKYSCRAPER
BY-THE-SEA**

ucts, were distributed at the press luncheon. Actual displays and merchandising materials which builders use in display models of House of Ease were set up at the luncheon so that the trade press could see firsthand the kind of merchandising help Reynolds gives to participating builders.

Meanwhile the sales group was busy, priming key salesmen for the task of presenting the story to builders and fabricators at the show.

Salesmen in the field were alerted to what was happening at the show and told how they could put the materials and events to use in their local sales efforts.

When the battery of sales personnel designated to participate in the show arrived in Chicago, House of Ease coordinator Bill Boles held a final briefing session. He assigned time schedules for booth and suite duties, and tried to anticipate all the questions and situations which salesmen might encounter in the course of the intensive four-day show.

► At the same time, all of these activities were covered by the company's internal magazine, in preparation for a story that would point up for personnel throughout the company—but particularly sales—importance of the program and all-out efforts which were being made at the N.A.H.B. show to pave the way for House of Ease sales campaigns throughout the year.

The display proved to be one of the real-show stoppers and thousands of exhibit-goers—including builders and manufacturers—got a chance to see what an aluminum house looks like. Further, scores of customers and prospects were given personal presentations on the House of Ease program by the corps of Reynolds salesmen manning the booth and the hospitality suite.

The press luncheon generated widespread publicity on the program, and particularly on the new colored aluminum roof shingles which the company introduced at the show. Press clippings are being gathered and will be reproduced and distributed to salesmen for use in informing builders how Reynolds is pre-selling the concept of aluminum homes.

But most important of all, the well-coordinated events at the show served as a rallying point for all sectors of the sales and service departments of the company, generating tremendous enthusiasm for the program and starting the new year off with the most important asset a sales program can have—complete coordination. ♦

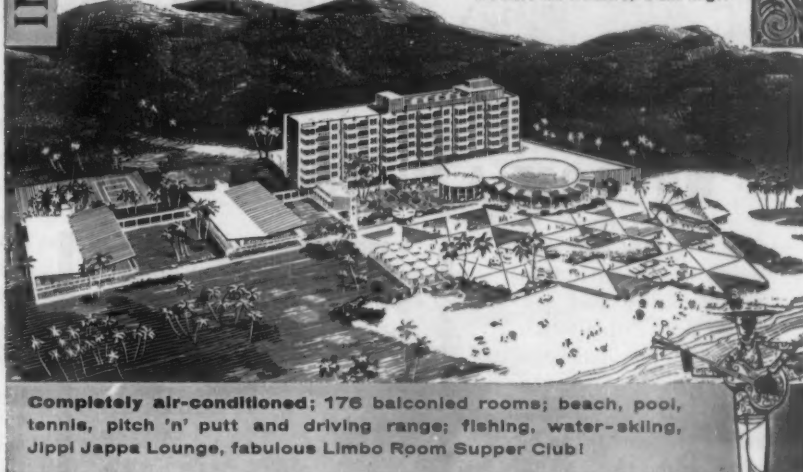
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WASHINGTON, D. C.
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THE MANGER HAY-ADAMS

Convention Department, Manger Hotels
4 Park Avenue, New York, N. Y. (Dept. A-1)

Please send me full information about Manger Hotels meeting and convention facilities.

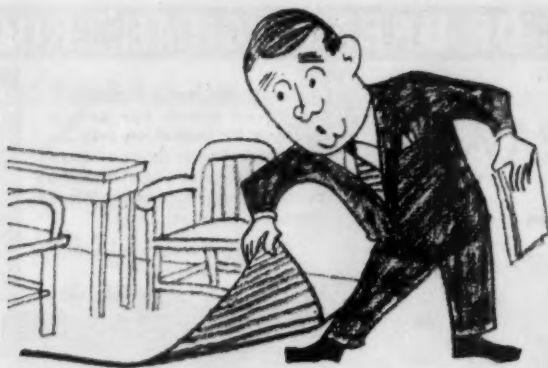
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Company _____

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City _____ Zone _____ State _____



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for
sales
meetings



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Railway Express Itinerary Display Service can work out a complete schedule for point-to-point movement of your display by rail, air or sea. We pick up your display material in all cities and principal towns in the U.S. (within REA delivery limits) . . . assure "VIP" treatment in transit. Our facilities—domestic and international—can save you time, money and headaches! So whether you're meeting in Hamburg (Germany) or Houston, phone your nearest Railway Express Agent. He'll be happy to help you.

*Bob—
The Baker's our best bet
for the annual meeting next
year. You handle all arrange-
ments with them & better do
it as soon as possible. J.P.H.*

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NO. OF ROOMS 600 COMPLETELY AIR-CONDITIONED Yes
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NAME	CAPACITY MEETING --	DINING
English Room	125	85
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Camellia Room	40	35
Rooms 1 - 2 - 3	150	135
Room 4	40	30
Room 5	50	50
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Texas Room	225	185

REMARKS:
Pleasant staff; service is court-
ous and quick. Seem to serve best
food of any hotel in Big D. - Sky
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Room layout is excellent and all
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Lobby and efficient garage service!



AUDIO VISUAL CLINIC

BY ROBERT P. ABRAMS,
Vice-President, Williams, Brown & Earle, Inc.

How to Rush Data to Screen

Q. We would like to use audio visual methods for showing financial and statistical data but have been forced to resort to passing out mimeographed sheets because of the time element. Do you have a better method?

A. There are several fast methods to prepare material. Standard opaque projector will take normal-size typewritten sheets, charts, graphs, work sheets and financial statements. You merely insert material into the projector and by reflected light it projects onto the screen. This, however, requires a reasonably darkened room.

There are various types of office machines that can be used to copy this same type of original material onto a transparent film which permits projection with an overhead projector. This is more versatile since it permits you to point out various items on the film with grease pencil which can be erased immediately.

Polaroid copying camera can be used to make slides of this same type of material onto positive transparency for direct projection, using a slide projector.

If more time is available, lantern slides or 2x2 slides can be used in color for straight projection.

Q. We often use sound projectors, lantern slides and film strips in the course of a single meeting, but we are forced to have them lined up in the aisles at various points, so as to fill the screen. How can we bunch them at one place and fill the screen?

A. This is the same principle as multiplying or dividing fractions; i.e., it is necessary to reduce to the common denominator. In the case of projection, there are standard conversion charts so that working from the known size of the screen and the projection distance desired, there are many lens sizes available to give you the desired results.

Q. Is there rule of thumb related to the uses of flannel boards in presentation of data?

A. About the only rule of thumb for any visual is "will it do the job effectively?" The flannel board provides a good medium to present facts to small, intimate groups. It has one distinct drawback in that it is necessary to face the flannel board and thus look away from the audience. It is, however, effective in certain presentations where a build up of a chart or graph is required or where key words are to be presented.

(continued on page 135)

FREE! DIRECTORY OF SALES TRAINING FILMS

Every sales executive should have a copy of this 16-page directory. You can depend on it to provide helpful suggestions when you plan sales meetings or training programs.



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FOR IT
TODAY!

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Get further details from:
Arthur L. Norton, Nassau Beach Lodge,
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ORGANIZATION, REPRESENTATIVES
New York, 500 5th Ave. and Boston • Chicago
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278 ROOMS,
22 SUITES •
CONVENTION
HALL FOR 300 •
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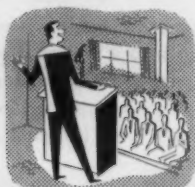
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**NASSAU
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The 'Pick' of CHICAGO



500 SOUTH MICHIGAN AVENUE
Overlooking Lake Michigan
Near all "Loop" Business and Entertainment
• 1000 Guest Rooms and Executive Suites
• All Public Rooms Air-Conditioned
AN ALBERT PICK HOTEL



- Ideal Facilities for
- CONVENTIONS
 - MEETINGS
 - PARTIES
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30 function rooms
offer finest accommodations
for as many as 1000.
For full details write or
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Leonard Hicks, Mng. Dir.
William J. Burns, Gen. Mgr.
Bob Lesman, Sales Mgr.

PRESIDENT

HOTEL • MOTEL

On the Boardwalk • Atlantic City

UNSURPASSED CONVENTION FACILITIES
To assure convention success!

... combining every fine hotel facility and service
with the features of deluxe
motel convenience and
informality!

Indoor & Outdoor
Seawater Swimming
Pools—ice-skating—coffee
shops—drugstore—barber-
shop—turkish & health baths.

Hotel: 500 rooms
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MEETING—PERFECT! AT THE ALGIERS

Excellent
meeting rooms and
facilities... nationally
famous personalized service...
superb food... pool, beach,
entertainment... PLUS intelligent
planning by group meeting experts!



Only a few minutes from the great new
Miami Beach Exhibition Hall.

Luxurious rooms... Group rates. For
complete information and illustrated
brochures, write, wire or phone—
contact Joseph T. Case, Sales Manager
600 Fifth Avenue, New York 20, N.Y.

Judson 2-5831

hotel **Algiers**
OCEANFRONT
25th TO 26th STREETS • MIAMI BEACH

*How close
can you get
...to everything
your delegate
wants?*

Just steps from Miami Beach Auditorium, new Miami Beach
Exhibition Hall and fabulous Lincoln Road

- Function rooms accommodating groups
from 10 to 400 • Sumptuous meals
- Gala night club with top acts
- 226 luxurious rooms

Write for information
Ralph Gimel, Dir. of Sales • Chas. Schlakman, Gen. Mgr.
Completely air conditioned and heated

the
**SHORE
CLUB**
HOTEL

DIRECTLY ON THE OCEAN AT 19th STREET, MIAMI BEACH

AUDIO VISUAL CLINIC

(continued from page 133)

Q. Many of our best brain-storming sessions are when our executive group is traveling together. Note-making is impossible. What is your solution?

A. Use of pocket recorders such as Minifon is excellent for this purpose and can be used to pick up group discussions or for recording brief notes. Notes can be transcribed or can be played back for an evaluation session later.

Q. How long should Vu-graph slides last, and how should they be stored?

A. Vu-graph slides are prepared in many ways, such as photographically, by Diazo (ammonia) process and art work. When properly prepared all methods used last for an indefinite period of time. They can be stored either flat or perpendicularly.

Q. We find it necessary to examine and discuss individual frames of 16mm film. Is there some way to improve the light output when the picture is held still.

A. Still picture projection, particularly with the Bell & Howell filmsound projector, can be accomplished to provide an even brighter picture than the movie with a relatively simple installation of a special oversized heat filter, and the removal of the fire shutter. (Basically, this removes the safety screen which drops into place to cut down the light and the heat.) A special heat absorbent glass accomplishes the same purpose.

Q. We have seen remote control screens in large auditoriums. Is there such a device for a normal-sized board room?

A. Remote control screens have proven efficient. It preserves life of the screen. It is available for use with minimum of interference, and saves man-hours of set-up time. This type of screen is available in practically any size. While some sizes may be special ordered, prices are not excessive.

Q. Our sales meetings generally are well planned and excellent cooperation given—with one exception. Our "top brass" does not believe in rehearsing and often ends up at meeting time giving a mediocre presentation or "goes off the track" by ad-libbing. This is chaotic when visuals are planned. Any suggestions?

A. The human element is hard to cope with. It is difficult to prevent "off the cuff" statements; they can be dangerous unless channeled. It has been found most effective to use a teleprompter or portable prompter such as Telexecutive. The "moving speech" keeps your executive right to the program and insures keying in with your visuals.

HUNTING A SITE?

Set your sights
on the
**DAYTONA
PLAZA**
or the
**PRINCESS
ISSENA**
...or both!

Each of these
Daytona
Beach
luxury hotels
can handle
up to 500 delegates
comfortably. Combined
convention facilities include
air-conditioning, banquet
rooms for 1000, three
swimming pools, beach
and cabana colony.

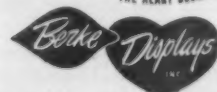
Large or small, your
meeting will be more
successful here.
Write for details.



FLORIDA'S LARGEST ...

...and most complete convention
and exhibit service — designed
to meet your needs.

WHAT THE EYE ADMIRES — THE HEART DESIRES



Creative DESIGNERS and BUILDERS

PLANNING • DESIGN • DISPLAYS • EXHIBITS
BOOTHS • FURNITURE • INSTALLATION
REMOVAL • SHIPPING • TRADE SHOWS
SALES MEETINGS • CONVENTIONS

Are you planning a convention at the
New Miami Beach Exhibition Hall or
any of the hotels? We'll be glad to
supply you with any technical information
regarding the many facilities available
in this area. —We
invite your inquiry.
Write or call today!



BERKE DISPLAYS, Inc.

1733 N.W. 20th Street
MIAMI, FLORIDA

Phone: NEWton 5-5376

What Does Your Agency Do at Your Meetings?

Do you help your ad agency account man use your sales meeting to unearth new ideas and make contacts? Or is your agency relegated to offering statistical double-talk about ad impressions? Here's how a meeting can be fertile ground for better ad ideas.

By JOHN J. PHILIP and ALLAN J. TREMPER
Vice-Presidents, Jones & Taylor, Inc.

PROSPECT of being put upon to attend client sales meetings is, to an unfortunate degree, sheer anathema to the average advertising agency account man. It is a strange attitude to consider, this one of resigned acceptance, because in many, many instances, the annual sales meeting is a vital factor in shaping the entire corporate advertising program.

It is, in fact, the one opportunity the agency has to get a really good, panoramic view of what goes on—not only in sales, but in equally important areas of research and engineering, new product development, marketing objectives, design and production. All the things, in other words, that in good conscience should be considered in the intelligent development of an advertising program.

Yet, while it's not universally true, agencies are often content to participate only to the extent of reviewing last year's advertising program, or edifying the sales force with staggering statistical double-talk about an upcoming program. Frequently, of course, agency representatives make it a point to spend a respectable amount of time at the meeting—making sure they're seen by top management—before taking an opportunity to slip off to the Dutchman's.

This is a circumstance that is not entirely the fault of the agency. We know of accounts that make it trans-

parently clear that the agency is not welcome at sales meeting because the information to be discussed is "confidential". We know of others who expect the agency to make the usual advertising recital, and then to be off, because there are important sales matters to be discussed. Naturally, such client attitudes can't help but breed a lackadaisical, what-the-hell attitude on the part of the agency.

But for all the monotony, tired jokes, uncomfortable seating and nickel cigar smoke, the sales meeting can and should be mutually profitable for agency and advertiser. To us, sales meetings are a time to take notes—and plenty of 'em. We say this because we feel that a well-regulated sales meeting brings into full perspective corporate activity about which, during the balance of the year, we must rely primarily on home-office advertising and sales departments.

New product previews, generally, get top billing at the usual industrial sales meeting. It's the one opportunity that everyone concerned with product development has to point out features and competitive advantages to the sales and distributor organization. It's an occasion that usually gives birth to intelligent questioning and discussion—discussion in light of the field salesman's own observations and experience. Since the agency will be expected to promote and help sell the

new product, it's an occasion that should be taken well in hand.

New product successes and failure are related, and the salesman is closest to both. If one or the other derives from the matter of appeal, the agency had pretty well know that such is the case, in calculating future appeals.

Salesmen frequently will introduce new applications or successful competitive applications of similar products, thus giving the agency a fresher, broader insight into areas where it is expected to function.

Sales meetings also give distributors the opportunity to express opinions on how management policy and decision will affect the ultimate consumer. This, too, is important because the ultimate job of advertising is to help put the product in the hands of the consumer.

Sales meetings often give rise to off-the-cuff remarks by management which reveal thinking on phases of the client operation which might not otherwise be uncovered during the course of the year. They give the agency, too, a clearer picture of its client's product and operating strengths and weaknesses, enabling it to trade on the client's strength, while minimizing his weakness.

This is also the once-a-year opportunity for agency people to get personally acquainted with district men and distributors, to get reactions from varying parts of the country, and to brush up on geographical sales trends. Such friendships can be of incalculable benefit to an advertising agency. In our own case, we purposely cultivate distributors because we have found that they lend invaluable aid in obtaining competitive information, special case histories, testimonials, installation photos, and the like.

To a startling degree, salesmen are woefully uninformed as to just what it is an agency does. Many of them labor under delusions born of slick Madison Avenue type novels and cinematic booze fights, and look upon the agency man as a sharpie who lives big off their rightful commissions.

If given the opportunity, agency people can use the sales meeting to relate the vital function of advertising to sales. They can explain the motivational impetus advertising gives to sales, and that the agency is that motivational force. They can point out that the advertising department and the sales department derive from mutual need and respect, and that they have a common goal—to sell effectively, to sell more.

Obviously, everything that goes on during a sales meeting is not transferable to client advertising and promotion. But we feel, and our clients

\$20,000,000 SUCCESS

**THE DEAUVILLE CELEBRATES
PREMIER YEAR WITH RECORD-
BREAKING CONVENTION BUSINESS!**

THE REASONS ARE CLEAR!

THE DEAUVILLE, conceived as a magnificent convention-hotel, engineered in advance design, architecture and decor, offers the perfect setting for smoothly functioning conventions, regardless of size. This ultra-modern 600 room convention luxury hotel, occupying two blocks on the Atlantic Ocean in the Heart of Miami Beach, is an **IRRESISTIBLE** invitation to business, pleasure and relaxation for delegates and their families.

The DEAUVILLE CONVENTION HALL, over 21,000 square feet of unobstructed floor space, comfortably seating 3,500 people theatre-style...accommodating 2,500 people banquet-style. Sound-proofed sliding walls can be partitioned into two or three more areas for smaller groups.

35,000 SQUARE FEET OF EXHIBIT SPACE

ACCLAIM POURS IN FROM NATION'S LEADING ORGANIZATIONS

"Par excellence."

International Business Machine Corp., I.B.M.

"Convention was one of the finest in history."

Florida Retail Liquor Dealers Association

"The most beautiful hotel in the world."

Nat'l Postal Transport Association

"Nothing but praise."

Nat'l Institute on Crime & Delinquency

"The biggest and best convention ever."

Housing Authority, City of Miami

"Complete satisfaction."

American Petroleum Institute

"Surpasses any previous convention."

Protective Life Ins. Co.

"Details carried out to the 'nth degree."

Fla. R.R. & Public Utilities Commission

"Convention executed flawlessly."

Phi Lambda Kappa Fraternity

"The Deauville made all the difference."

Watch Material Distr. Association

"Completely successful."

Fla. Consumers Finance Association

"All members highly pleased."

Servall Co.



AIR CONDITIONED! SOUND CONDITIONED! LIGHT CONDITIONED!

"Projectioneered" for conventions, SUPER-abundant for the most demanding display purposes. Heavy exhibits are handled by powerful elevators that can lift a truck **HYDRAULICALLY** from the loading ramp to the auditorium's stage.

12 ULTRAMODERN COMMITTEE MEETING ROOMS FOR 50 OR MORE. 20 SPECIAL ROOMS FOR SMALLER GROUPS.

NUMEROUS Press Rooms and Work Shops, complete with telephones, typewriters for press releases. Projection Room with complete visual aid facilities.

PLANNED FOR PLEASURE

2 swimming pools, and 550 feet of private ocean beach—the Cabana Colony, putting greens and sun decks... for fun in the sun!

2 magnificent night clubs, featuring great name bands and stars of Broadway and Hollywood!

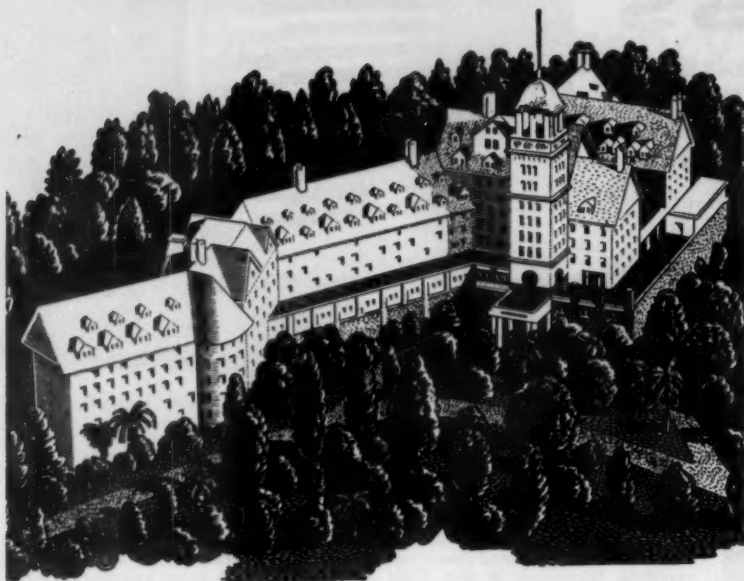
Miami Beach's only indoor **ICE SKATING RINK**...one of the many **DEAUVILLE** pleasure exclusives!

DEAUVILLE

550 FEET ON THE OCEAN AT 67th STREET, MIAMI BEACH, FLORIDA

Write, wire or phone
DICK ELTERMAN
Director of Sales

SALES MEETING CENTER OF SAN FRANCISCO BAY AREA!



6 GOOD REASONS WHY YOU WILL GET MORE FROM YOUR MEETING AT THE HOTEL CLAREMONT:

1. More public space than any other hotel in San Francisco Bay Area—23,326 square feet handles 200 exhibits easily.
2. More free parking space—room for 1,000 cars.
3. More true luxury—300 rooms, and suites with fresh flowers daily from 22 acres of lovely gardens surrounding the Bay Area's finest resort hotel.
4. More fun dancing to name bands in the great Garden Room, and enjoying the magnificent food you'll relish at the Claremont.
5. More business value—no traffic noise, no drifting away.
6. More prestige—the Wall Street Journal yearly carries the names of more than 100 top level U.S. business organizations holding meetings at the Claremont.

HOTEL *Claremont*

Berkeley-Oakland, Calif. Murray Lehr, Managing Director

Reasonable rates on request THornwall 3-3720 Teletype OA 520

IN THE HEART OF CHICAGO

LA SALLE
RANDOLPH
Known for
GOOD FOOD

550 Air-Conditioned
Guest Rooms

WANTED!..

IN CHICAGO

SMALL GROUP MEETINGS
(150 or less)

SMALL CONFERENCES ARE
OUR BIG MEETINGS

BISMARCK HOTEL

WM. B. HORSTMAN, Gen. Mgr. • ROBERT R. CARRA, Mgr.
PAULINE BROWN, Sales Mgr.

**A WONDERFUL SPOT
for
EXECUTIVE CONFERENCES**

GREAT OAK

LODGE and YACHT CLUB

on the beautiful upper Chesapeake Bay

Less than an hour by plane from New York to private airfield on Great Oak's 1500 acre estate. Only two hours by car from Philadelphia, Washington or Baltimore. Yacht available for transportation across Chesapeake Bay from Baltimore to Great Oak. Superlative lodging and modern meeting space available for groups up to 80 persons. There is auditorium seating for 200, three dining rooms, three cocktail lounges, marvelous Eastern Shore cuisine. Completely air conditioned. Open year round—every seasonal sport can be enjoyed on estate—golf, swimming (Bay and pool) riding, skeet, trap and pheasant shooting.

WRITE FOR BROCHURE—see why Great Oak is called "The Key Largo of the North".

GREAT OAK LODGE and YACHT CLUB

Fairlee Creek, Chestertown, Md.
Calvin C. Smith, Business Manager

CONVENTIONS AND SALES MEETINGS IN PHILADELPHIA

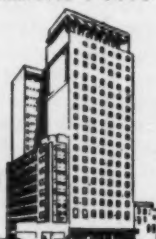
AIR-CONDITIONED
MEETING ROOMS

City's most convenient hotel.
400 modern, attractive rooms—all with private bath, radio, and circulating ice water. Finest convention facilities—entire floor of air-conditioned meeting rooms. Closest to everything in Phila.

Reserve direct or through your travel agent.
Telephone: Rittenhouse 6-3000

Adele Downey
Sales Manager
Bennett Tousley
General Manager

For Wining
and Dining—
• Adelphia Room
• Coffee Shop



ADELPHIA HOTEL
CHESTNUT STREET AT 13TH

agree, that the more we know about the product, the better we know the men who sell the product, the more intimately we know our client's operation and thinking, the more we know about competition, the more effective the advertising we create will be.

During a recent sales meeting, we perceived a radical, but at that time inconsequential, change in marketing methods by a salesman who had been called upon to test a new market. In analyzing the technique he had developed, we re-evaluated our media considerations completely. Net result was that when we pulled out the stops

to promote this new market nationally, we got a full year's jump on competition, and today our client leads all competition in this particular field.

Many agency men consider themselves too blasé and sophisticated to submit themselves to the razz-a-ma-tazz and "let's give 'em hell, men" that most sales managers use to wind up a sales meeting. We don't. Let's face it—there's nothing wrong with getting that extra shot of enthusiasm to keep you sold on your client's products.

No question about it—sales meetings are for us, in a big way! ♦

Dates and Places for Sales Confabs

Here is a rundown of regional sales conferences, clinics and rallies sponsored by National Sales Executives, 630 Third Ave., New York 17, N. Y.

APRIL

- 1 Davenport, Iowa—Conference
- 3 Memphis, Tenn.—Clinic
- 6 Oakland, Cal.—Clinic
- 8 Houston, Texas—Clinic
- 8 Ft. Lauderdale, Fla.—Rally
- 8 Long Island, N. Y.—Rally
- 8 New York, N. Y.—Rally
- 9 Orlando, Fla.—Rally
- 13 Roanoke, Va.—Rally
- 14 Charleston, W. Va.—Rally
- 16 Wichita, Kan.—Clinic

- 21 Rockford, Ill.—Rally
- 23 Raleigh, N. C.—Rally
- 27 Springfield, Mass.—Conference
- 28 Quincy, Ill.—Rally
- 30 Portland, Maine—Rally

MAY

- 5 St. Paul, Minn.—Rally
- 8 Birmingham, Ala.—Conference
- 11 Greenville, S. C.—Clinic
- 19 Long Beach, Cal.—Rally
- 19 St. Louis, Mo.—Management Seminar



"I hear he's quite a speaker."

MARCH 20, 1959

Convention perfect



IDEAL LOCATION: 3000 acres in colorful Allegheny mountains, convenient to train, plane, bus or car to Bedford exit, Pennsylvania Turnpike.

SUPERB FACILITIES: equipped and staffed for groups of 25 to 550. Championship golf course, in-and-outdoor swimming pools, private lake, all sports. Complete bar and beverage service.

SPECIAL CONVENTION RATES: throughout season April 15 to Nov. 15. Write, wire or phone (Bedford 500)

Bedford Springs

HOTEL

Bedford, Pennsylvania

E. Harris Knight, Sales Manager

The NEW

Pickwick HOTEL

10th & McGee
KANSAS
CITY
MO.



UNEXCELLED FACILITIES for SALES MEETINGS

9 Private Dining and Meeting Rooms plus Grand Ballroom to accommodate meetings and banquets from 30 to 1000 persons. Completely Air Conditioned. 400 Rooms. 4 Restaurants and lounges. Free Radio-TV Available. Free Parking. Freight Elevator Service. As much as 5200 square feet of exhibit space.

TELEPHONE Grand 1-5100

139



MINIATURE TIRES are processed at U. S. Rubber booth.



CARNIVAL PITCHMEN bark, "Answer question, win valuable prize."

Exhibits Instead of Sales Meeting

Cities Service creates "Dealerama" as substitute for regular dealer meeting. Suppliers to dealers join company in small trade show. Tested in New York City, other regions will put on show in Spring.

SUBSTITUTE EXHIBITS for meeting sessions, invite wives along with your dealers, create a circus atmosphere, and what do you have?

If you are Cities Service Oil Co. (Pa.), you have a "Dealerama" and a mighty successful promotion to dealers and distributors.

"We're getting away from traditional meetings," explains Ray Keck, advertising and sales promotion manager. "Last year we used a 13-city



ONE IDEA behind "Dealerama" is to give dealers and wives a pleasant evening out. Approximately 900 attended show nightly.

THE HILTON CITY OF FINE CONVENTION HOTELS



Successful meetings convene every day within the Hilton network of hotels. Why? Because each Hilton Hotel has complete convention facilities, serviced by a staff trained to deliver the utmost in expert assistance.

For complete information on accommodations, contact Sales Manager of any Hilton Hotel, or: Richard L. Collison, Assistant Vice President and General Sales Manager, Hilton Hotels, Palmer House, Chicago 90, Illinois.

HILTON HOTELS IN THE U.S.

NEW YORK
1—The Waldorf-Astoria
2—The Plaza
3—The Statler Hilton
4—The Savoy Hilton

WASHINGTON, D. C.
7—The Statler Hilton

BOSTON
9—The Statler Hilton

SAN JUAN, Puerto Rico
27—The Caribe Hilton
MADRID, Spain
29—The Castellana Hilton
PANAMA, R. P.
31—El Panamá Hilton

HARTFORD
11—The Statler Hilton

BUFFALO
13—The Statler Hilton

CINCINNATI
14—The Netherland Hilton
15—The Terrace Hilton

CLEVELAND
16—The Statler Hilton

CHICAGO
5—The Conrad Hilton
6—The Palmer House

DAYTON
18—The Dayton Biltmore

DETROIT
19—The Statler Hilton

COLUMBUS
17—The Deshler-Hilton

ST. LOUIS
8—The Statler Hilton

LOS ANGELES
10—The Statler Hilton

BEVERLY HILLS
12—The Beverly Hilton

HOUSTON
20—The Shamrock Hilton

DALLAS
21—The Statler Hilton

EL PASO
22—Hilton Hotel

FORT WORTH
23—Hilton Hotel

SAN ANTONIO
24—Hilton Hotel and Inn

ALBUQUERQUE
25—Hilton Hotel

CHIHUAHUA, Mexico
26—The Palacio Hilton

HILTON HOTELS INTERNATIONAL

MONTREAL, Canada
33—The Queen Elizabeth
(a C.N.R. Hotel)

ISTANBUL, Turkey
28—The Istanbul Hilton

MEXICO CITY, Mexico
30—The Continental Hilton

HAVANA, Cuba
32—The Habana Hilton

WEST BERLIN, Germany
34—The Berlin Hilton

CAIRO, Egypt, U.A.R.
35—The Nile Hilton

HILTON HOTELS UNDER CONSTRUCTION

In Pittsburgh, Pa. • Denver, Colo. • San Francisco and New Orleans (Hilton Inns) • Port-of-Spain, Trinidad, W. I. • Athens, Greece



CONRAD N. HILTON, PRESIDENT • EXECUTIVE OFFICES • THE CONRAD HILTON, CHICAGO 5, ILLINOIS

PREMIERE SEASON

MIAMI BEACH'S ONLY 1959 OCEANFRONT LUXURY RESORT

In "Millionaires Mile" Adjoining the Eden Roc and Fontainebleau

EXTRAORDINAIRE!

Our only demand—that you have pleasure. Perfectly located with no obstructions on either side, your group will enjoy this new idea in casual resort living. Designed for small meetings and incentive groups of 30 to 300. Think of this... if you dream of Paris... and you like sun, fun and frolic... you'll love the **MONTMARTRE**

MAGNIFIQUE!

Free TV & radio in all rooms
Free Beach Mats & Chaise Lounges
Every room has a view of the water
Most rooms have private terrace
Ample free parking • Health Club
Monarchs Dining Room • Hard Hat
"Les Girls" Sapper Club & Bar
Olympic Pool • Fabulous Cuisine

MONTMARTRE
Write Cy Gould, Manager
Oceanfront / 47th to 48th Sts. / Miami Beach

the Jefferson hotel

ATLANTIC CITY, N. J.

Outstanding Facilities at Sensible Prices

If you plan to hold a convention or sales meeting in Atlantic City, it will pay to investigate the facilities at the Jefferson. Atlantic City's leading moderately priced hotel. Famous for its excellent cuisine and outstanding facilities, the Jefferson's completely trained convention staff is your assurance of a most successful meeting.

- **UNEXCELLED LOCATION**—in the heart of the resort, convenient to railroad and bus terminal.
- **BANQUET ROOM**—seating 880 persons.
- **SEPARATE MEETING ROOMS** accommodating 35 to 350 persons.
- **EXHIBIT SPACE** of over 13,000 square feet.
- **SOUNDPROOF, AIR-CONDITIONED auditorium.**
- **250 COMFORTABLE ROOMS** in the Jefferson
- **EXPERIENCED STAFF** to handle all details.

Harold L. Miller, General Manager
Telephone: 5-0141



Jefferson Auditorium
Atlantic City's Newest & Finest
Completely Air Conditioned

always MIAMI BEACH'S finest

FOR YOUR
MOST SUCCESSFUL
CONVENTIONS
SALES MEETINGS
INCENTIVE GROUPS

...now MIAMI BEACH'S newest!

If you are thinking of Miami Beach for your next gathering, write, wire or phone for Information That Will Give You Inspiration!

Miami Beach: JE 5-6811

HENRY G. PHILLIPS
National Sales Manager

the **Saxony**

ON THE OCEAN at 32nd St. MIAMI BEACH

for perfect meetings
Pocono Manor presents
its new Terrace Wing

Offering new fine facilities for business and pleasure, magnificent new Terrace Ball room, Auditorium and other conference rooms—adaptable to every type of meeting event... Terrace Cocktail Lounge, banquet facilities... indoor year round Swimming Pool. Championship golf course atop a superb 3500 acre mountaintop setting, secluded yet easily accessible. All sports in every season.

Write for Conference Facilities Folder

POCONO MANOR

Pocono Manor, Pa.
Phone (Mt. Pocono)
Terminal 9-3611

Betty J. Evans, Sales Mgr.
Glenn W. Kissel, Mgr.
John M. Crandall, Gen. Mgr.



BUFFALO'S MIDTOWN HOTEL GROUP
Complete Convention Facilities

HOTEL LEVINA HOTEL OPERATOR ELKWOOD MUSIC HALL HOTEL HYATTMAN HOTEL WINTERBROOK

TWO BLOCKS OF BANQUET AND CONVENTION FACILITIES FOR 12 TO 1200 PERSONS IN 5 TO 500 ROOMS WITH 90,000 SQ. FT. OF EXHIBIT SPACE.

WRITE FOR INITIAL BROCHURE!!
Tom McManis
Director for Sales

● Air conditioned bedrooms
● Large screen television
● Conference rooms
● Free parking for 500 automobiles
● Drive-in entrances for motorists

245 ELMWOOD AVENUE • GRANT 8035 • BUFFALO, NEW YORK



"SAY CHEESE for the camera." Dealers and wives could have photo taken free.

closed-circuit TV session. This year we've tried Dealerama—a 'first' for Cities Service—and results were better than expected."

Three other regions in the 13-state marketing area will use the Dealerama formula devised by Keck for spring meetings of dealers. The test show was staged at Statler Hilton, New York City, Jan. 21 and 22.

First night (5:30-10 PM) was for retail dealers and their wives. Next night was open to distributors and their dealers and wives. Territory covered by this first Dealerama included parts of New Jersey, New York and Connecticut. Distant dealers were brought in by chartered buses.

Basically, Dealerama is a small trade show with 19 exhibits. Most of them are Cities Services displays. The rest are suppliers of tires and accessories sold by dealers, as well as equipment dealers use.

Idea behind Dealerama is to give a dealer and his wife a pleasant night out and at the same time inject a little extra goodwill for the company and a little information to help the dealer in his business. It is a change from speeches, banquets and ordinary training sessions. Instead of a banquet, dealers and their wives had a handsome buffet dinner which was available at any time during the almost five hours of the Dealerama each night. A feature of the Dealerama was a foreign-beer bar—so popular the first night that it ran out of foreign beer about an hour before closing and had to resort to local brews.

Striped fabric in red and white decorated the ceiling in circus-tent fashion. Striped poles between booths

acted as directional signs. Huge stuffed animals at strategic spots added to the circus motif.

It took just 22 hours (almost all the time allowed by the hotel before Dealerama opened) to install booths and decorate the room.

Some exhibits were purely educational, others mostly fun. Exhibit run by Cities Service sales training men was a carnival-type dart game. Back wall was covered with questions. When a player's dart stuck to a question, the player had to answer correctly. Four correct answers earned a cigar. Six correct answers earned a stuffed panda. Rules for this game were mighty flexible. Aim was to give dealers as much fun—and chances to shoot at the target—as possible. Most questions were tricky, and in an in-offensive way, many dealers discovered that they didn't really know all about the products they sell.

Many elements were planned into this event to make dealers happy. One booth took Polaroid pictures of dealers and their wives. During one part of the evening, pictures could be taken with Gil Hodges, Los Angeles Dodgers' first baseman, who was introduced to the group by a representative of Sports Illustrated. The following night, Yankee hurler Whitey Ford was on hand to take pictures and sign autographs.

A bunch of prizes were given each night. Drawings were staged periodically throughout the evening of both nights. Prizes were donated by Cities Service and the eight suppliers who had booths at the show. Grand prize each night was a large cardboard symbol of Cities Service. The

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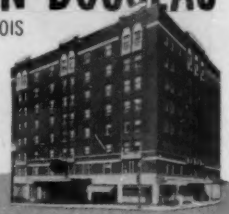
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Edward C. Jenkins, Manager



green of the symbol, however, was created with dollar bills—50 of them.

Dealers were pre-registered by the salesmen who call on them. This gave the company some idea of how many people to plan for. Upon arrival at Dealerama, dealers picked up badges for themselves and their wives. Badges were already filled in and filed alphabetically at the registration desk. Each wife was given an orchid along with her badge.

Each night the crowd numbered about 900. This included dealers, distributors, wives, Cities Service personnel and press.

Completely informal, dealers could wander through the show as they pleased, could eat or drink when they pleased. Buffet was set up in a room adjacent to the booth area.

One of the most popular booths, U. S. Rubber, demonstrated how tires are manufactured by actually making miniature tires. Starting from basic materials, booth personnel demonstrated how cord and rubber were applied and processed. It took 20 minutes to "cook" and turn out a small tire in the booth. Nobody stayed 20 minutes to witness the entire process, but visitors watched the early part of the demonstration and generally drifted back to see how "their" tire was doing.

One of the exhibits, Ad-Pact Corp., extolled the virtues of its plastic signs with a puppet show. R. M. Hollingshead booth offered actual demonstrations of the lasting qualities of its auto wax. Booth personnel poured acid on an auto fender to show the resistance of its wax. Acid didn't bother the waxed fender one bit, but it played havoc with the rug on the floor when the booth attendant allowed his enthusiasm to enter into his pouring. (One of the visiting dealers suggested that the rug should have been waxed before the demonstration.)

A flat 5% off on all orders placed at exhibit booths was part of Dealerama's attraction. Figures weren't revealed on dealer purchases, but Cities Service salesmen's smiles indicated business was better than anticipated.

Another touch of "atmosphere" was lent by the strolling magician who pulled silver dollars out of visitors' ears, made cigarettes disappear and reappear almost anywhere, and generally baffled and amused small groups all night.

Advertising and Sales Promotion Department maintained a booth where novelties—golf tees, balloons, candy, coasters, etc.—were distributed to dealers and wives. Wives, incidentally, made up about 35% of attendance at

Dealerama, and they showed a surprising interest in facts revealed by exhibits.

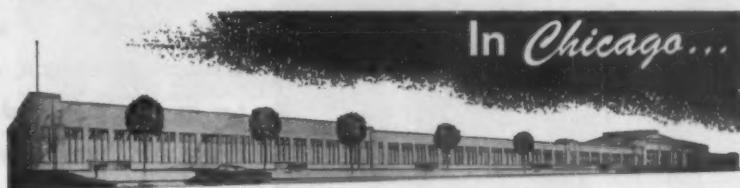
Purolator Products, Inc., had its booth personnel equipped with Brownie cameras hanging in front of them. This was to call attention to the special "Bonanza Bonus" whereby a dealer gets a free camera when he orders an assortment of 26 oil filters.

Jack P. Hennessy Co. booth personnel wore white ties and full dress suits to demonstrate that you can stay clean when you use its tire changing equipment.

Cities Service Research and De-

velopment Center had a booth to explain tests for fuel efficiency in cars. The booth was manned by technicians who displayed an uncommon enthusiasm for explaining scientific findings in simple terms.

Now that the formula for Dealerama has been worked out and tested, other regions should have few problems to duplicate the original—everything from original promotional mailing to booth set-up. Suppliers will have booths at regional shows, too. However, these will be manned by representatives of supplier companies in the particular region. ♦



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"FULL ORBIT" program is launched from outer space.

Razzle-Dazzle Meetings for Raw Products?

Even the stuff of which fertilizer is made can get dramatic treatment. Mineral producer stages meetings for its salesmen and customer salesmen—gets out into space for theme. Two years' planning for this series.

By DAVID J. ATCHISON

WHEN IS POTASH not potash? Further, why would a salesman want to get excited about such a standard, unromantic raw product?

Potash and other chemical cousins such as phosphates not only have become exceedingly romantic but salesmen who lug around order books for them have a new glint in their eyes and new refills in their ball-point pens. All this results from a razzle-dazzle series of sales meetings spon-

sored by International Minerals and Chemical Corp., Skokie, Ill., during which series (just concluded) the firm surprised its own sales force and salesmen of its customers.

The latter attended nine meetings in eight locations, and were properly impressed that at no time was there a pitch for IMC products. Also impressive was that the host company picked up the tab for hotel rooms, luncheons, dinners and cocktails. Only

expense involved for customers was for transportation of their salesmen. Many customers sent men from distances of 300 miles. One salesman who attended the Baltimore meeting came 900 miles, from Presque Isle, Me., to catch one of the two meetings held there.

Full program schedule listed other meetings in Birmingham, Shreveport, Tampa, Columbia, S. C., Cincinnati, Des Moines, and at IMC headquar-



SOUTHERN SALESMEN take extensive notes at session which launched series of nine meetings.

ters in Skokie. All were moderated by Neal Schenet, manager of merchandising, formerly sales training director, Elgin National Watch Co.

After two years of planning by Anthony E. Cascino, marketing vice-president, and IMC's centralized marketing division, first "blastoff" — but literally — came last May, when 35 of the corporation's own salesmen gathered in a meeting room high in Chicago's Sheraton hotel. They were as blasé as a group of perfume salesmen, instead of fertilizer order takers. When the meeting ended, they were no longer order takers. Smoking rockets, whirling sputniks and other things "out of this world," including gorgeous girls and other items inspirational, gave them a whole new outlook on their products and their careers.

These 35 industrial salesmen had a startling experience. What else could they do but to sell agricultural chemicals to around 500 fertilizer manufacturers in this country? They realized that in many ways, selling industrial products, particularly raw materials in bulk lots, is a tough job what with product standardizations and widely accepted grades and specifications. Buyers are interested primarily in price (and personal relationships that have little to do with the business itself).

To show how interesting this particular type of selling can be, the men were told that they were now in the "Full Orbit" of selling, and they were given a package of a newly-drafted series of books. These cov-



NEAL SCHENET, manager, sales services (right) discusses program with customer.



MR. FULL ORBIT is surprised when chosen hero of "This Is Your Life" program.



NURSE GIVES outer space flight tests.

ered market analysis, staging of meetings, sales manpower requirements and selection, and a 100-page detailed book on advertising and promotion. There were also two books outlining what IMC has available on technical problems and transportation.

The men quit blinking their eyes at what was happening, broke up into teams named Thor, Atlas, Vanguard, Jupiter-C and Redstone, each with a "space pilot." For two days they poured over the information in the books. A quiz at the end determined how much information from the books was retained.

Philosophy behind this first meeting: IMC salesmen, most with a tech-

nical background and who sell a standardized product, were as human as consumer goods salesmen. They would respond to the same stimuli that had proved effective in the appliance and automotive fields. Thus the program unabashedly unveiled all the gimmicks and gadgets characteristic of a consumer salesmen's meeting.

To get up a new head of steam for the traditionally big selling season in the spring, the company, in December, carried through and enlarged upon its rocket age approach. It used the title and theme, "Second Stage," which paved the way for the "Third Stage" and "Fourth Stage" meetings.

Second Stage was held in IMC's new \$5-million headquarters building

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in Skokie, which had been completed since the blastoff. The sales meeting room is a modern theater, complete with enclosed projection booth, wide movie screen and overhead stage lighting.

For the Second Stage meeting, salesmen took "physical tests" for "space travel," conducted by a fittingly attired "space nurse," who later pronounced all cadets fit, "with blood pressure definitely high enough for space travel."

Every step was aimed at sustaining the space-age mood. A continuous sound color film, with background beeps recorded from Sputnik, sent bright impressionable images veering and curving across the 20-foot wide screen as the salesmen (still the company's own group) filed into the blue-lighted, eerie atmosphere of "space."

Room was completely made over to simulate the blue stratosphere, and out of the skies loomed miniature glass satellites holding caricatures of key salesmen as "passengers." Stage-light beams alternated in greens and blues to give an impression of swift movements among the stars.

A special opening movie took the travelers into orbit, and deafening sound effects accompanied the crash through the "time barrier" as a loud-speaker carried the space captain's warning to hang on.

Several cases of suspected air sickness were reported.

Actual color films of a Cape Canaveral blastoff were shown, and a split-screen device blended the rocket into movies taken at the original "Full Orbit" launching in May.

Meat of the two-day session came in a "This Is Your Life" presentation with movie clips and slides. Mr. Full Orbit (a professional actor decked out in helmet and space suit) was the surprise guest "discovered" in the audience by Vice-President Cascino.

Executives as well as IMC customers, appeared as friends from Mr. F. O.'s past life to tell how he had made news, improved the company standing and hiked sales. Flustered "guest" protested, "It was nothing—the salesmen went out and did the work!"

Later Cascino told his cadets that, contrary to published reports, one U. S. rocket had actually obtained classified pictures of the other side of the moon, and across the screen flashed a huge sign, "IMC GO HOME!" Cascino said he knew the competition was everywhere, but hadn't known they had gone that far.

Merchandise Manager Neal Schenet took over after the softening-up process and told salesmen these new services were to be added to the Full

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Orbit program, scheduled to start in January:

- Two-day sales clinics for fertilizer manufacturers at eight locations throughout the country.
- Pamphlets on proper use of credit and insurance programs (to add to six others already in customers' hands on market analysis, advertising, transportation, dealer meetings, technical services and sales training).
- Special, detailed material to answer specific problems when requested by a customer.
- Incentive plans including trips to Bermuda for top salesmen and their wives.

T. M. Ware, IMC president, told the sales crew that the program "already has set a new standard of customer-supplier relationship. It is pointing the way to a new IMC philosophy which reaches far beyond the two materials division (phosphate-potash) in which it originated. This is becoming a new corporate way of life for IMC, with all our energies, talents and services oriented to the benefit of the customer."

Early in January, IMC "task force" set out in a company plane to start the round of nine meetings in the field, directed and mediated by Schenet, who was to be away from home a full month at the risk of having his children forget just who he was. First meeting was held Jan. 5; last was concluded Feb. 3 at Skokie.

During this time the plane was kept busy picking up and depositing the two task force crews of three men each. They'd land in a city the day before the meeting was to come off, check reservations, food facilities and meeting room setups. Each time they unloaded, "it looked like an African safari was taking the town over," as Schenet describes it. Every medium known to a sales meeting was carried along—slides, movies, projectors, flannel boards, sketch pads, and costumes for skits.

In each city, the meeting started with lunch and ended after lunch the following day. Average attendance of IMC customer salesmen was 35, and their bosses had long been asking Cascino: "Why don't you bring in sales training meetings for our men?" Thus the series turned out to be a customer training story at customer request with discussion of topics specified by the customer, according to Schenet.

"What could be a better situation?" he asks. "IMC sells raw materials to manufacturers of fertilizer who sell it to farmers. If we train the manufacturer to sell, then we stand a better chance of moving more raw materials than ever."

Men who attended the meetings were, oddly enough, not the people whom the IMC salesmen would contact directly, but an audience that would not normally come close to seeing an IMC representative.

What was the general reaction from companies who spent money to send their men to these sales meetings? The 150 firms who realized the importance of such a program hailed it as a most welcome step. Stress on the need to sell quality rather than price drew unanimous praise, and other comments centered on attention to fundamentals, timeliness of topics, and organization and presentation of material.

Stanley Hackett, president, Dixie Fertilizer Co., Shreveport, La., says: "This type of meeting should be expanded so everyone gets a chance to attend. I know its primarily for salesmen, but I got a lot of good out of it as a company president. I hope it's put on again so more can attend."

T. H. Golson, Montgomery, Ala., who covers that territory for Wesson Oil and Snowdrift Co., says the Birmingham meeting covered "good, sound fundamentals—it brought back some of the things we have known but quit using. And it gives us something to think about besides price."

Using down-to-earth principles

aimed specifically at the fertilizer industry, the IMC task force nailed down such subjects as prospecting for sales, right approach, overcoming objections, closing, effective use of selling time, advertising and sales aids.

Did the men really appreciate the efforts of the IMC task force? Read what the Tampa, Fla. group had to say in a proclamation signed by all attending. "Whereas International Minerals and Chemical Corp., our host, has unselfishly and unstintingly spent much of its time and effort to bring to the fertilizer manufacturers of Florida, this dynamic Full Orbit program of market analysis and better selling, we, who are privileged to participate and benefit from this program want to thank Vice-President Cascino for bringing this hard-hitting task force consisting of Neal Schenet, Dale Chapman, Bill Chadwick and Jack Lindsey to Florida, to help us look at our many sales problems in a new light and thereby do a better job of developing new business as well as added tonnage to old accounts."

Will IMC repeat the program next year? Will Neal Schenet and his task forces recharge their batteries by that time? Answer to the first question lies in decisions yet to be made, but there are smiles around the marketing office. Answer to the second question is a definite "Yes!" All are expected to recover, as good salesmen always do.

Meanwhile, there's talk about putting the thing on for the Canadian customers—and there's the matter of 50-odd letters to date, requesting a repeat. ♦

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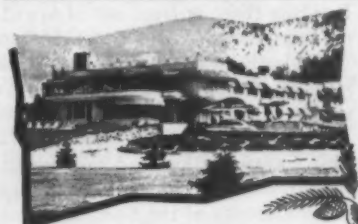
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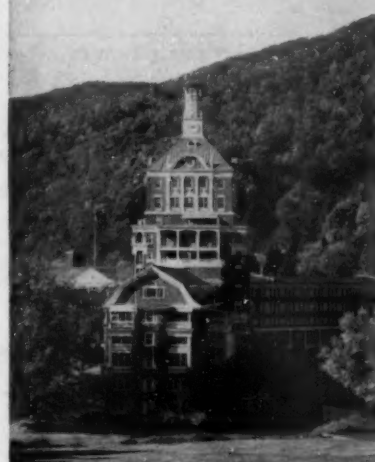
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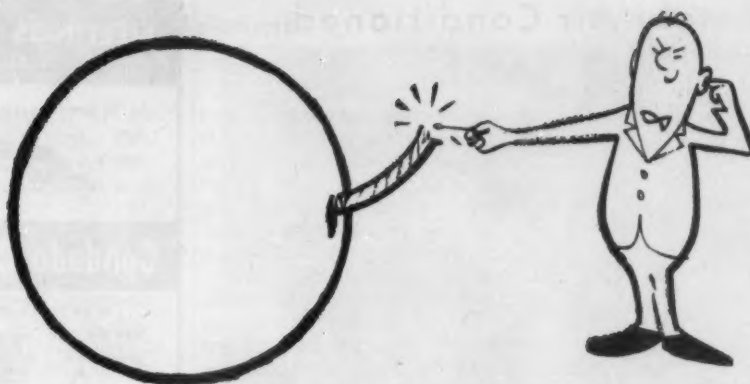
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Any Safety Hazards At Your Meetings?

Maybe nothing has ever happened at your conventions to cause personally injury. You are lucky. Plenty of hazards exist and it is wise to check possible danger points when you arrange sessions.

SAFETY PROBLEMS are seldom considered by the meeting planner. Fortunately, most hotels that are used for conventions are safety-minded. They check for hazards as a matter of good housekeeping. It is wise, however, to make your own checks when you arrange for a meeting. This is especially important when your sessions are not held in areas generally used for meetings.

Along with your other check lists it is a good idea to keep one on safety. You may be surprised at the number of hazards that exist at the average meeting. Many of the following points are digested from a bulletin on fire and accident prevention produced by American Hotel Assn.:

1. Adequate power: Is there enough power in the lines to handle demonstration equipment, displays, projectors and spot lights? Are the right fuses being used? Are there enough electric outlets to handle requirements without "octopus" connections?

2. Exposed wires: To prevent someone tripping over wires and cables, try to string them overhead. If this is impossible, run lines under carpets. (Exposed wires are a particular haz-

ard to women with high heels.) If there are no rugs to cover wires, use yellow-covered or striped wires. While this is not completely safe, especially in a room darkened for showing films, it is better than a black, inconspicuous wire.

3. Platforms: Watch out for platform sections that do not join tightly. Make sure, too, that one section is not higher than the next. If you use steps, secure them to the platform. They often creep away or slide when not fastened. Don't run microphone or lectern wires on the platform, but under it.

4. Space behind chairs: Err in the direction of too much space behind chairs on a dias. If quarters are cramped, someone might fall off the back. It is hazardous for waiters to serve on a narrow platform.

5. Glassware: Place pitchers and drinking glasses where they will not be bumped. Keep this in mind especially near entrance and exit areas where there may be crowding.

6. Exits: Do not store any equipment or packing cases near fire exits or in fire towers. Do not block an

exit with an exhibit, blackboard or screen.

7. Banners: All flags and banners should be fastened securely. For extensive installations, it is safer to call in a contractor. His trained staff has scaffolding and ladders for safe installation. (There is a danger in putting an unskilled man on a high ladder.)

8. Aisle space: Use wide aisles between exhibits and make sure carpets are not torn or curled. Know where fire extinguishers are kept.

9. Machinery: When machinery is in operation, put signs on it to warn of hazards. Use cord to block off a dangerous area. This is important when you have crowds that include people unfamiliar with the machinery (as during a plant tour that includes wives of salesmen).

10. Props: Put a responsible person in charge of meeting properties to prevent their being a hazard. If you use blank guns or similar noise makers, take pains to use them safely. Flash-powder explosions require extra care in planning to prevent misfiring.

11. Fire regulations: Check on local ordinances so that your equipment and meeting room setup conforms to fire regulations. Make sure your electrical equipment has approved wiring.

Make safety checks a part of all your meeting plans. They require few minutes of your time. Chances are you could run meetings for 20 years without safety checks and never have an accident, but there is always a first time. A twisted ankle from tripping over an electrical cord could befall your best salesman or dealer. Your guest of honor could slip off the back of your platform. Such a mishap need happen just once to be painful and embarrassing. ♦

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(continued from page 35)

any given area. Sometimes we will travel "incognito" so that the local hotel keepers, restaurant owners, etc., will be dispensing their normal services.

It's important that we see what their "regular" service consists of so that we know precisely what to expect when the Fedders group is present. This eliminates the danger of managements of various establishments cutting back on services once our contract has been signed.

In Rome, we visited hotels to see the type of rooms that were available. Food was sampled. The motor-coach that will be transporting Fedders people to Naples and boats between Capri and Sorrento were all "use tested." A number of potential sightseeing tours were investigated in person to make sure there were English speaking guides and that tours involved interesting sites.

Once we have "cased the joint," subsequent negotiations are conducted primarily through our New York offices. Much of the preliminary work is done through the mails. Correspondence for a given year's trip takes a good piece of the file drawer. For the final signing, representatives of the groups involved usually travel to our offices. This was done for our 1959 trip. Giovanni Galleni, director of foreign branches for CIT (tour operator in Italy), and Fernando Escalera, manager, Hotel Caleta, came from Rome and Acapulco for the formal agreement.

The annual Fedders jaunt is timed to begin about mid-September for a number of reasons. First, it is the time of year that will least interfere with the operation of a retail air-conditioning business. This is the slowest period from the standpoint of sales. Also, the fall season usually is the low-point in the tourist business so that complete facilities of any given locality will be available to us. With up to 5,000 Fedders people booked for a trip, there usually is little room left for anyone else.

A September-October trip represents a favorable time for the Fedders sales department. About the time dealers return to their home cities, Fedders is ready to introduce the next year's line of air conditioners. While our salesmen are forbidden to carry order books on the trip itself, they pop up soon after the trip—while it's still fresh in the dealer's mind—to start moving the new product.

There is a lot to be done from the time we decide on a location to the

time the first plane leaves the ground. Hours and hours of discussion go into planning side trips, sightseeing tours, fishing trips, shopping arrangements, golf, tennis, and all the other things that make our dealers want to go to the Fedders trip each year.

We feel that putting people on the plane and paying bills as they go is not the way to benefit from the incentive program. The more activities that are made available, for those who want them, the more fun. For a number of years we have dealt with a Broadway booking agency to supply our guests with a top stage show every night. Expense of just transporting this show, which rotates weekly, is considerable but we feel it is necessary.

In addition to the standard resort activities, we try to come up with some offbeat pasttime that will make the trip just a little more memorable. In Nassau, we ran a Treasure Hunt every week. Fedders people followed a series of clues that took them into the water, into a golf club, through a race track, digging up the beach and piecing together picture puzzles. Two winners each week received 500 silver dollars which was delivered to their Stateside home in armored trucks.

Many hours are spent around a table with airline representatives. For our Caribbean trips, aircraft takeoff points are spotted at about 20 different major cities so that dealers have as little intermediate traveling as possible. For last year's European trip, however, all dealers came to New York City, stayed overnight at Hotel Taft, and left the following day from Idlewild Airport.

Schedules must be arranged so that planes bring in only as many people as can be handled by hotels at any one time. A rotation system is set up with planes arriving at the destination in the morning with a load of dealers, and then returning with another group in the afternoon.

Trip to Nassau in 1957 represented the largest number, 5,000, we ever took to one place. An intricate schedule of 61 Pan American charter flights brought in two flights a day, four days a week, for eight weeks.

To simplify the problem of baggage handling and hotel registration that can develop when people arrive by the plane-load, we have devised a rather functional method.

By means of flight manifests, which are compiled at Fedders headquarters, our distributors, airlines, hotels and anyone else concerned, knows pre-

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Groups from the following companies were recently entertained at the Bellevue: Travelers Ins. Co., Berkshire Life, Northwestern Mutual Life, Home Life, Metropolitan Life, Family Finance Co., Tanners' Council of America, National Hide Assn., Paper Bag Institute and Broadcast Music Institute.



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cisely who is on each plane. The hotel assigns rooms on the basis of this manifest—even before the people have arrived—and since the manifest indicates the relationship of one person to another, there is no question as to who rooms with whom. Dealers, meanwhile, are given special hotel pre-registration slips that are filled out on the plane.

Once luggage has been properly tagged and loaded onto the plane, it is never seen again until it is delivered directly to the individual's room. This can be done for two reasons: 1. We have always been able to get an inspection waiver by local customs department; 2. Since the baggage tag has the person's name on it, the hotel knows immediately in which room it belongs. Thus, luggage is transferred directly from plane to truck and taken to the proper room.

Entire process is rapid, simple and was designed after much experience to make everything just a little nicer for our dealers.

Once all trip details have been determined, our advertising department gets to work. Since we have almost always gone to foreign countries, it is necessary to prepare a booklet on what to wear, what to see, currency exchange, local customs, and suggestions as to the type of inoculations needed, packing, and the like.

Also, we prepare elaborate mailing pieces for our distributors to send to dealers. They all serve to whet appetites of prospective trippers.

One of the major concerns in planning the trip is to see to it that everyone gets equal treatment. We cannot afford to have one dealer claim to have a hotel room inferior to that of another dealer he knows sold fewer air conditioners. For this reason, for example, Alitalia, airline that will be taking us to Italy, will change seating arrangement of its aircraft that are currently set up for some first class and some tourist class passengers. Number of seats will actually be decreased to fit our needs.

Arrangements that we made with Hotel Quisisana and Hotel Moreano Tiberio in Capri for our forthcoming trip, are that Fedders dealers would occupy only rooms that face the Mediterranean Sea. We can't afford to slight any one dealer by having his room face the street.

Problem of preferential hotel rooms was so acute one year that personnel of one of our large wholesale distributors were all placed in the least desirable rooms that the hotel had to offer. Then, if any dealer complained about his room, the distributor salesman just took him to his own room and offered to swap.

Experience gained year after year certainly gives us a rather wholesome background in the tourist business. Handling complaints is certainly a part of it.

One distributor sales manager has a pet method for handling unhappy dealers who have just arrived at the hotel and who are extremely unhappy about their accommodations. Rather than take the complainant to the hotel manager right away, he suggests that since the whole plane load is just checking in, wouldn't he please see him first thing in the morning when the manager would be less busy. The distributor man knows that after unpacking, taking a dip in the pool, eating, and getting a good night's sleep, everything looks a little better. He sees very few people the next morning.

Question is often asked: "Why does Fedders insist on handling all of the intricate planning details itself rather than through a travel agent?"

Answer to this would be difficult to understand for anyone who has never attended one of the Fedders trips. We feel that only by doing all of the planning, all of the preparation, all of the contact work ourselves, can we provide to our dealers the warm personal touch without which the program would not have grown to its

present proportions.

We are entertaining our dealers—those wonderful people that put themselves out to sell the Fedders merchandise we manufacture. We must be as nice to these people as is humanly possible; we must cater to their every need. They are, after all, our livelihood. We feel that only by handling every detail of the trip ourselves will these aims be served.

The travel agency serves a useful purpose, however, to those companies that first embark on an incentive travel program, and we certainly recommend that one be consulted.

Our formula for success with our sales incentive travel program is probably not too different from our formula for success in the manufacturing and selling of air conditioners. Basically, it boils down to finding out what the people want—whether they be our dealers or consumers—and giving it to them.

That we have determined what the public wants in air conditioning is proven by our number one position in the industry. That we have determined how best to motivate our dealers, with travel incentives, is proven not only by this sales record but by this fact: Over 75% of those who took the 1958 trip were on the 1957 trip. ♦



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MARCH 20, 1959

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-SM- BEST I'VE HEARD

An exchange of anecdotes and facts to help a speaker spice his speech and make a point.

Subject: DIFFERENCE

"Sam," said Joe to his lawyer friend, "what's your fee for getting me a divorce?"

"My fee," replied Sam, "is \$125 — but I don't like divorce cases. Why do you want a divorce?"

"I want to marry my sister-in-law," stated Joe.

"A thing like that would be misunderstood and cause a lot of talk," advised Sam. "However, you go home and think it over—talk to your friends and neighbors, and if you still want a divorce, I'll take the case."

Three days later Joe was back. "I've changed my mind, Sam — I don't want a divorce," he declared.

"Fine!" exclaimed his lawyer friend. "What decided you?"

"Well," said Joe, "I went home and talked it over with my next door neighbor — and he says that he's been out with both my wife and my sister-in-law and there ain't \$125 difference!"

Subject: PLAYING IT SAFE

When it became apparent that Patrick Clancy's life was ebbing fast, Father O'Neil was called in to administer the late rites. "Pat," he said, "you've given me lots of trouble in your lifetime, but I know you are a good man at heart. Now that you are about to die, are you ready to accept God and renounce the Devil?"

Pat thought this over in silence for a moment and then said, "Father, I am certainly willing to accept God, but at this particular time, I don't feel I'm in a position to antagonize anybody."

Subject: EXPENSE ACCOUNTS

Most people run double standards with expenses. They watch those that affect them personally, and have less care for those that can go on the expense account. They have pretty much the same approach as little Helen.

Little Helen was given two nickels before setting out for Sunday school. One was for the collection plate, the other for a piece of candy on the way home.

As she skipped along, Helen

dropped one of the nickels down a grating on the sidewalk.

"Gosh darn," said Helen. "There goes the Lord's nickel."

Subject: BRAVERY

The lady lion tamer had the big cats under perfect control. At her summons, the fiercest lion came meekly to her and took a lump of sugar from her mouth. At this, the circus crowd went wild with delight; they applauded, they whistled, they stamped their feet — all except one man.

"Anybody could do that," he shouted from the audience.

"Would you dare do it?" challenged the ringmaster scornfully.

"Certainly," replied the heckler. "I can do it about as well as any lion can."

Subject: DEEP ROOTS

It was a struggle. Everytime the dentist tried to pull his patient's tooth, she clamped her jaws shut. After a few futile attempts, he called his assistant aside.

"As I get ready, you give her a good pinch on her hip," whispered the dentist.

He got ready, his assistant applied a vicious pinch in the right place, the patient's mouth flew open, and the tooth was extracted.

"Now that didn't hurt," said the dentist.

"Not much," replied the patient, "but I had no idea that the root went so deep."

Subject: CREATIVE SELL

A young man undertook to ask Angus MacPherson if he could marry his pretty daughter. Nobody gave this young man much hope for his chances with old man MacPherson.

When the young man emerged from an audience with MacPherson, everyone was shocked that he got the old skinflint's blessing.

"What did you tell 'im?" asked his best pal.

"Well, I started like this," explained the prospective bridegroom. "'Sir, I'd like to show you how I can save you some money.'"

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49 Sheraton Convention Experts

THIS PICTURE is a collector's item. It shows about 50% of the Sheraton Sales Staff *stationary and together*. It's difficult, you see, to catch them when they're not in action — arranging for meeting rooms and banquet halls, planning menus and entertainment, handling a thousand-and-one details. And usually you'll find them in 39 different cities, working wonders for people with problems similar to yours.

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